OCTOBER 25, 1948
PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio & Television
TELECASTING

PUBLIC LIBRARY
OCT 25 1948
DETROIT

IT'S AS OBVIOUS AS...

A NAIL that WOR nails down an advertiser's problem in record time and produces results that leave him joyously bewildered. For instance, one WOR show sent 11,985 people trotting into showrooms to see a car a man wanted to sell. After only 13 weeks, a man who makes a cooling drink found that his business had increased 100%. Isn't that nice?

A MATCH that WOR — which is only a quarter-century old — is a match for any media anywhere when it comes to keeping its advertisers. Dugan Bros., for instance, has been with us 21 years; Hawaiian Pineapple, 18 years; Fischer Baking Co., 14 years; Breyer Ice Cream, 12 years. And so the list goes — and grows and grows!

A PIPE that it's a pipe if you want results *fast* at a ridiculously low cost. One WOR sponsor is spreading his fine product profitably for the thimble-sized sum of 1/6th of one cent per impact per home. Call WOR now, today. You'll be more than merely amazed at the picked and proven list of shows and personalities that can be had at such low cost.

coming!
TWO GREAT TELEVISION STATIONS

WOR —heard by the most people where the most people are

WOR-TV, NEW YORK...CHANNEL 9...WOIC, WASHINGTON, D. C.

mutual

IN THIS ISSUE: CHICAGO MARKET STORY • TELECASTING SHOWSHEET

MANAGEMENT LABOR HOUSEWIVES FARMERS

UNITED FOR FREEDOM!

Never before have our freedoms been so imperiled. The Goodwill Stations have ... and always will fight to keep our American Freedoms.

50,000 WATTS — 50,000 WATTS — 50,000 WATTS (DAYS)

WJR — WGAR — KMPC

DETROIT — CLEVELAND — LOS ANGELES

THE GOODWILL STATIONS

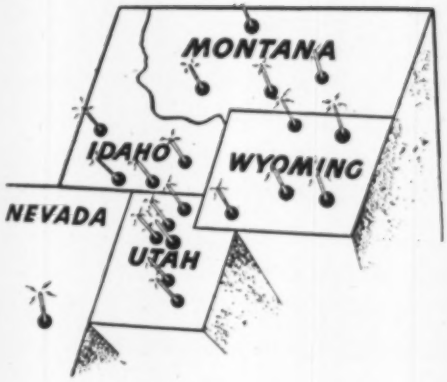
G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President

Intermountain Network Delivers:

√ **Primary merchandiseable coverage of 1,633,400 people or *85% of the population* of Utah, Idaho, Wyoming, Montana and eastern Nevada.**



√ **36.0%** *of morning audience*
40.4% *of afternoon audience*
24.5% *of evening audience*

The Intermountain Network offers you the complete 58,163 call Hooper coincidental survey giving station ratings for every quarter hour day and night.

Here are the over-all indexes for affiliates of all four national networks in the Intermountain area:

HOOPER STATION LISTENING INDEX

Winter 1947 - 14 Intermountain Network Cities

Time & Day	Sets In Use	Share of Audience: INTER-MOUNTAIN* NETWORK	Ax Network	By Network	Cz Network	All Others
8 a.m. to 12 Noon Mon. thru Fri.	22.2	**36.0**	17.1	18.9	25.2	2.8
12 Noon to 6 p.m. Mon. thru Fri.	25.0	**40.4**	11.6	10.4	31.6	6.0
6 p.m. to 10 p.m. Sun. thru Sat.	37.0	**24.5**	10.8	23.1	39.0	2.6

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations. y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KNOM, Great Falls
KYES, Butte *

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

RIVAL BIDS for $1,925,000 (plus) sale of WHAS Louisville and associated authorized outlets to Crosley may be forthcoming prior to expiration of 60-day advertising period under Avco procedure. Said to be pondering bid is syndicate comprising H. Leslie Atlass, CBS Central Div. vice president, P. K. Wrigley (chewing gum) and Gene Autrey. Among others understood at least to have broached matter are Emanuel Levi, ex-business manager of *Courier-Journal* and *Louisville Times*, WHAS owners, and associates in Frankfort Distillers who now have CP for new 10,000 watter in Louisville, and Stephen A. Cisler, WKYW Louisville and local associates.

TANNERS COUNCIL OF AMERICA has appointed Hirshon-Garfield, New York, to handle advertising campaign which includes test spot announcement schedule in three cities, Rochester, Des Moines, and Hartford, starting early in November. If test proves successful, national spot campaign will follow.

SPECULATION on destiny of Ultrafax, RCA's incredible high-speed radio-television system (see page 21) is beclouded by whispered reports that military, which attended last week's demonstration in swarms, is pondering security lid on revolutionary service.

FIRST contracts about to be signed for nationwide FM network built around tape-recorded programs to be exchanged by Continental and other regional FM hookups.

ALTHOUGH FCC Commissioner George E. Sterling has been designated vice chairman of U. S. delegation to International High Frequency Conference which got under way at Mexico City last Friday to run possibly until Christmas, he'll make intermittent trips back to Washington to participate in major actions. These could include television standards and allocations and long-pending clear channel case.

IN RE Mexico City conference, last-minute instructions issued U. S. delegates specifically prohibit even informal consideration of broadcast allocations falling under jurisdiction of NARBA and having to do with division of facilities among North American nations.

TOP-LEVEL diplomatic rank planned by GOP for R.. Henry Norweb, career envoy heading U. S. delegation to Mexico City conference, according to pre-election talk. He now has title of Special Ambassador.

ANNOUNCEMENT by Emerson of its new $29.95 exclusive FM set is being watched throughout FM and manufacturing circles. Held under wraps in planning stage, new set is designed to be competitor of AM lowest priced units. If it takes hold, it's expected

(*Continued on page 86*)

Upcoming

Oct. 25-26: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Oct. 25-27: Assn. of National Advertisers Convention, Waldorf-Astoria Hotel, New York.

Oct. 27-28: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Oct. 30-31: Regional meeting Ontario Stations, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

(Other Upcomings on page 66)

Bulletins

SHERWOOD DODGE, research director, Foote, Cone & Belding, New York, appointed vice president in charge of media and research of agency's New York office. Harold H. Webber, vice president and national director of media and research, transferred to FC&B Chicago office. Mr. Webber will be account supervisor and member of chief executive group.

TRUMAN RADIO, TV SCHEDULE

PRESIDENT TRUMAN'S campaign winding up this week with speeches from Chicago tonight, 10-10:30, full MBS network; Boston Wednesday, 9:30-10 p.m., CBS; New York Thursday, two speeches, one sponsored by CIO Political Action Committee, MBS New York state net, other by ILGWU, full MBS; Brooklyn Friday, 9:30-10 p.m., NBC and Mutual, with probable TV on an eastern network.

Business Briefly

SPOT CAMPAIGN ● Musterole Co., Cleveland, Oct. 15 and Nov. 1 starts spot campaign on approximately 159 stations in leading markets. Contracts for 20 weeks. Agency, Erwin, Wasey & Co., New York.

WILDROOT SPONSORS ● Wildroot Co., Buffalo (shampoo) Nov. 23 starts for 13 weeks *Meet the Missus* on 19 CBS Pacific stations, Tues., Thurs, 2:45-3 p.m. (CDST). Agency, BBDO, Hollywood.

AGENCY NAMED ● Nestle Co., New York (Nescafe, milk products), to Doherty, Clifford & Shenfield, New York. Agency also handles Nestea. Radio plans not announced.

'SUN' SPONSORS SOKOLSKY

STARTING yesterday (Oct. 24) *New York Sun* sponsors its columnist, George E. Sokolsky on WJZ New York, Sundays 11:15 p.m. Program is aired on ABC on cooperative basis Sundays 10:45 p.m., with local key stations re-broadcasting at later time. Beginning Dec. 19, program is scheduled for 10:45 p.m. both local and network.

MEXICO CITY KEYNOTER CALLS FOR COOPERATION

COOPERATION among nations of world called for in keynote speech of Agustin Garcia, Secretary of Communications & Public Works of Mexico, as Second Session of International Conference on High-Frequency Broadcasting opened Friday in Mexico City (early story page 25).

Shortwaves provide "only uninhibited method for nations to speak peace unto nations" said H. Faulkner, of United Kingdom, in reply to opening address.

Political Time Clause Narrowed by FCC

EQUAL-TIME requirement of political broadcast law applies "only to candidates competing with each other in the same contest," FCC ruled Friday. It does not mean candidate in general election is entitled to same time granted another candidate in primary election, FCC held.

Commission said primary and general elections are "separate and distinct" but that, aside from equal-time law (Sec. 315, Communications Act), "elementary principles of fairness may dictate that a station which has afforded considerable time during the primary to candidates for nomination . . . for a particular office should make a reasonable amount of time available to candidates for that office in the general election."

Statement was in response to questions raised by KWFT Wichita Falls, Tex., and KRLD Dallas as result of time requests of Rev. Sam Morris, National Prohibition Party candidate for U. S. Senate from Texas [BROADCASTING, Oct. 4, 18]. Mr. Morris had asked FCC for show-cause order against KRLD, charging station had violated Sec. 315. FCC found no basis for granting petition.

Mr. Morris wanted time on KWFT and KRLD during general election campaign on same basis as Candidate George Peddy's use of these stations in Democratic primary campaign. Mr. Peddy lost primary election.

In each case FCC held station is not required to grant Mr. Morris' request on strength of primary-campaign broadcasts by Mr. Peddy. But each, FCC added, must accord Mr. Morris opportunities equal to those granted to any other candidate for U. S. Senate in general election campaign.

FCC also held that "the fact that primary and general elections must be separately considered for purposes of Sec. 315 . . . is, of course, no justification for any judgment or determination by a licensee which, in the context of particular facts or circumstances, may involve discrimination or partisanship."

Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...

Ever hear about our special brand of winter weather—how it descends upon us—converging in a burst of fury—striking without warning, day or night. Sharp biting, ruthless wind. Sometimes accompanied with ravaging ice—sometimes with blinding unmerciful snow. Hell out of the north dealing destruction to the unprotected and unprepared!

It's a "BLUE NORTHER"—a legend with folks of the Great Panhandle.

Hours—even days before a "Blue Norther" strikes KGNC is busy broadcasting warnings to cattle raisers: to school superintendents and teachers; to utility employees, bus drivers, operators of businesses and anxious parents.

Winter weather in the Panhandle! It concerns every individual because of the great distances involved and the violence with which storms strike. The Panhandle needs a quick reliable medium through which warnings and instructions can be given out.

KGNC regularly schedules five pick-ups daily direct from the United States Weather Bureau at English Field, and more when necessary. The service reaches far beyond KGNC's primary area—54 counties in Texas; 16 in New Mexico; 18 in Oklahoma, and 6 in Kansas. This is just another service feature which makes KGNC the "tuned-in" station of the fabulous Panhandle.

KGNC

710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-BORROFF and Co., Inc. • MEMBER OF THE **LONE STAR CHAIN**

HOOPER SUMMER LISTENING INDEX

GIVES *All Three Firsts* TO WFDF!!!

● The C. E. Hooper 1948 Summer Listening Index—just off the press—hands all three "firsts" to WFDF, Flint's oldest radio station.

That means WFDF *tops all local stations* AND *all outside stations* at all measured times of the broadcast day in the Flint City zone.

Moral: It PAYS to advertise to the lush Flint market via its own favorite listening post. Preference for WFDF, incidentally, is no accident. Bus cards, taxi posters, juke box inserts, station announcements, newspaper ads, movie trailers, trade mailing pieces, and personal calls are important factors in keeping WFDF first.

Remember—$200,000,000 are spent annually in Flint in retail stores. Catch your share the way Flint's own merchants do—over WFDF, the station that's "fustest with the mostest."

Any Katz salesman can give you the complete story!

910 Kilocycles

FLINT WFDF MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

GENERAL NEWS INDEX ..... PAGE 22
TELEVISION INDEX ..... PAGE 27

DEPARTMENTS:

Agencies 10
Allied Arts 80
Commercial 50
Editorial 46
FCC Actions 72
FCC Box Score 85
Management 48
Network Accounts 12
New Business 12
Open Mike 14
Our Respects to 46
Production 76
Programs 70
Promotion 69
Radiorama 36
Telestatus ..... TV Insert
Turntable 52

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Every issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor,* Robert B. Luce, *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
WINFIELD R. LEVI, *Manager*
John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8855
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEntral* 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING °—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KEEP IN TUNE WITH THE *Local* MARKETS

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.
WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.
WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N.H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

A local station is not only important — it's a necessity wherever you want to concentrate your forces to do a complete selling job in a New England market.

The sure way to do this is through the Yankee home-town station. By taking advantage of Yankee listening habits you can be certain your message will get through to consumers in city and suburban trading zones in each station area.

Every Yankee home-town station is habit listening in its area. It has acceptance both with its audience and with local business. It gives you the impact — the close-up, hard-hitting effectiveness you need.

Yankee's 24 home-town stations assure complete flexibility. It puts Yankee influence to work for you locally in any single market or combination, or throughout the entire Yankee area.

"This is The Yankee Network"

Member Mutual Broadcasting System

These are the reasons

why Columbia Pacific

is the West's

complete

Regional Network

Columbia Pacific Network

The West's Complete Regional Networ

Most effective in

coverage
programming
news reporting
program promotion
music and sound

Represented by
RADIO SALES,
Radio and
Television Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis

GREATER COVERAGE
GREATER AUDIENCE
LOWER COST

The radio buyer's dream, greater coverage, greater audience, lower cost. Get all three in Knoxville on WROL, NBC for East Tennessee. Your Blair or Cummings Representative can give you complete details and availabilities.

John Blair & Co., National Reps.

Harry Cummings, Jacksonville, Fla. Southeastern Rep.

WROL

620 KILOCYCLES
5,000 WATTS

NBC **FOR EAST TENNESSEE**

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247
East Tennessee's Most Powerful Station

Agencies

ROBERT S. CONGDON elected a vice president of McCann-Erickson New York. He is a group head on food and drug accounts; among his accounts are Schenley liquor, Beverwyck Beer and Boscoe food drink.

JOHN M. ALDEN resigns as executive vice president of Biow Co. New York. He has been with agency for three years and prior to that was with J. Walter Thompson Co., New York. His future plans have not been announced. F. KENNETH BEIRN is the new executive vice president of Biow [BROADCASTING, Sept. 20].

JACK BERMAN Co., New York, advertising and public relations, announces formation of a television department. HENRY HOWARD appointed television director.

GEORGE KONDOLF, for past five years head of radio script division at BBDO, New York, and producer of agency's *Cavalcade of America* and *Theatre Guild on the Air*, has been granted leave of absence to devote time to several personal projects in entertainment field. He will continue as agency's productions supervisor of weekly *Theatre Guild* broadcast.

JEAN MEREDITH, assistant director of press information at CBS Hollywood, resigns, effective Nov. 1, to join Benton & Bowles, Hollywood, as radio publicity manager.

Miss Meredith

W. C. GEOGHEGAN Jr. joins Compton Adv., New York, to work in merchandising and promotion fields.

GRATTAN ENGLISH, formerly with Hoefer, Dieterich & Brown, San Francisco, joins staff of L. C. Cole Co., same city, as production manager.

JOHN E. CRAIN, formerly with Buchen Co., Chicago, joins Chas. R. Stuart Agency, San Francisco, replacing GEORGE OLCOTT, resigned.

HERBERT REYNOLDS, formerly in Chicago and New York offices of Foote, Cone & Belding, transferred to San Francisco office, in charge of creative planning.

NORMAN B. NORMAN joins executive staff of William H. Weintraub & Co., New York, as client supervisor. Mr. Norman was formerly with Norman A. Mack & Co. and the Biow Co., both New York.

RUSSELL PIERCE of Pierce, Johnson & Threlkeld, San Francisco, appointed public relations director for Abbott Kimball Co., San Francisco and Los Angeles. Mr. Pierce continues as an active partner in his present firm, maintaining offices in San Francisco.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood, and SAM PIERCE, agency producer, left Oct. 22 for Paris where they will set up new audience participation show, *This Is Paris*, to originate at Cafe de la Paix there. Programs will be tape-recorded and flown to the U. S. for distribution. Mr. Pierce will remain in Paris to produce the show.

EDWARD MILLELSTADT, MARGERY KENDALL and WILLIAM LEARY join staff of Botsford, Constantine & Gardner, Portland, Ore. Mr. Millelstadt joins as art director; Mr. Leary as account executive and Miss Kendall on copy staff.

MORT POSNER, formerly with Friend Adv., New York, opened advertising offices under his own name in Spreckels Bldg., San Francisco.

TED PITTENGER, Young & Rubicam, Hollywood, copywriter, and GERRY CARSON, assistant to Ned Tollinger, MBS Hollywood representative, have announced their engagement.

DEENA LEESE, formerly with Tullis Co., Hollywood, joins radio department of Lockwood-Shackleford Adv., same city.

MAKELIM ASSOC., Hollywood, moving to new offices at 8845 West Olympic Blvd., Beverly Hills.

(*Continued on page 71*)

How to hatch a flock of sales

We don't like to crow about it, but some of our advertisers have discovered that WSAV's beamed programs can produce mail orders in a volume that even the biggest stations can't equal.

For instance—a series of one-minute announcements on our early morning "Country Cousin" program sold over 41,000 baby chicks for a large hatchery. And these orders came from 125 counties in 6 states.

No wonder. The combination of WSAV's *power* and *long-range frequency* of 630 kilocycles is equivalent to *140,000 watts* at the other end of the dial . . . provides coverage to *3½ times more people* (over a million), *4 times more area* than any other medium in this big $557,206,000 retail sales market!

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

At the Sign of Friendly Service*

Service is what you buy when you place spots or programs.

WHHM is noted for its service to advertisers—local, sectional and national.

WHHM is also known for those happy, happy Hoopers and for the fact that WHHM-advertised products usually ring the bell at the cash register.

WHHM DELIVERS
MORE LISTENERS
Per Dollar
IN MEMPHIS

WHHM

At Your Service 24 Hours Daily
MEMPHIS, TENN.

PATT McDONALD, manager

FORJOE & CO., representatives

* Mobilgas

Member of Association of Independent Metropolitan Stations

New Business

UNITED MILLS Corp., New York (Jubilee bras, No-hike slips, Re craft lingeries), appoints Brisacher, Wheeler & Staff, New Yo to handle advertising.

LUCIEN ARDEN Inc., New York (wines), appoints William von Ze Agency, New York, to handle advertising for Arden Sweet and D Vermouths, along with the vintner's full line of wines. Radio will be us

CONNECTICUT REPUBLICAN STATE CENTRAL Committee a points Charles Keats Adv. Agency of Hartford to handle radio adve tising. Programs and spot announcements will be used.

THE READING CLOTHING Co., of Reading, Pa., purchased a ha hour program Monday through Saturday on WNOW York, Pa., 7: 8 a.m. Contract, for 52 weeks, was placed direct.

GRAND AUTO SUPPLY Co., San Leandro, Calif. (Northern Califor chain), and **WARCO REFRIGERATION OIL Co.**, Oakland, appo Ad Fried Agency of Oakland to handle advertising. Radio will be us

PUBLIC SERVICE Co. of Indiana contracted for six spot announcemen per week on WCSI-FM Columbus, Ind. Agency: Bozell & Jacobs, India apolis.

HOUSEHOLD FINANCE CORP. of Toronto, Canada, starts in N vember quarter-hour Canadian transcribed program, *Reflections*, tw weekly on 40 Canadian stations. Program is also being distributed U. S. by NBC. Account placed direct through All-Canada Progra Facilities Ltd., Toronto, program producer.

CENTENNIAL FLOURING MILLS Co., Seattle, contracted for ti on KIT Yakima; KPQ Wenatchee and KHQ Spokane, all in Washingt Firm is conducting radio contest for consumers and grocers, wh will terminate Nov. 14. Agency: Honig-Cooper Co., Seattle.

ROSS JEWELRY Co., Washington, sponsoring wrestling matches fr Uline Arena, Washington, Monday evenings on WTTG (TV). Agenc Mellor & Wallace Adv., Washington.

REXALL DRUG Co., Toronto, started spot announcements and musi programs on varying schedules on 21 Canadian stations. Agency: R alds Adv. Co., Toronto.

MILLER MATERIALS Co., Oakland, Calif. (manufacturer of bar cue units) appoints Ad Fried Adv. Agency, same city, to handle advertising. Radio budget planned.

Network Accounts • • •

GILLETTE SAFETY RAZOR Co., Boston, sponsoring Monday even boxing matches from St. Nicholas Arena, New York, over NBC's te vision network. Gillette also sponsors Friday night telecasts of fig from Madison Square Garden over NBC-TV. Agency: Maxon Inc., N York.

SWIFT & Co., Chicago, renews its 8:15-8:45 a.m. (CST) segment ABC's *Breakfast Club* for 52 weeks effective today (Oct. 25). Agenc J. Walter Thompson Co., Chicago.

NURSERYTIME PRODUCTS, Brooklyn, N. Y. (baby mattresses), sp soring *Doorway to Fame*, variety show, over DuMont's television n work, 7-7:30 p.m. Agency: Jules, Mirel, New York.

CONTINENTAL BAKING Co. Inc., New York, renewed CBS quiz se *Grand Slam* (Mon. thru Fri., 11:30-11:45 a.m.), effective Nov. 22. Bates Inc., New York, is agency.

Adpeople • • •

ROBERT J. MAYER appointed director of public relations for Natio Retail Dry Goods Assn.

OLIN A. SAUNDERS appointed advertising manager of the Nestle New York. He was formerly with the Borden Co. and Young & Rubic

"FREE & PETERS"

means Bulls'-Eye TELEVISION

as well as Bulls'-Eye Radio!

FOR two years, now, we of Free & Peters have been studying the commercial use of television, and its progress in every market as each has developed. We've learned something, believe us!

As a result, we believe we know more about the *effective use of television* than any other sales organization in the Nation. Now that television is becoming a national reality, our F & P Colonels from coast to coast are qualified to discuss TV with a very considerable degree of authority and exactitude, because we know most of the answers as to *how*, *when* and *where* advertisers are using television most profitably.

We of Free & Peters sincerely invite your inquiries about any aspect of television *as well as of national spot radio.* We know—or know how to get—any facts you want or need!

	On the Air
KSD-TV St. Louis	Feb., '47
WPIX New York	June, '48
WBAP-TV Fort Worth-Dallas	Sept., '48
WAVE-TV Louisville	Oct., '48
WAAM Baltimore	Oct., '48
WTCN-TV Minneapolis-St. Paul	Dec., '48
WOC-TV Davenport	1949
WMBD-TV Peoria	1949

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Mail on Marketbook

EDITOR, BROADCASTING:

Congratulations on your 1948 MARKETBOOK. I think it does all it promises to do exceedingly well. It has been on my desk two days and already it's dog-eared. This kind of service endears BROADCASTING to my agency.

Howard G. Barnes
Director, Radio & Television
Dorland Inc.
New York

* * *

EDITOR, BROADCASTING:

. . . Previous to the publication of your MARKETBOOK, we found it necesary to use several sources for our market information. The MARKETBOOK gives us all the market data we require, and in one "fell swoop."

Let me express the sincere hope that we may look forward to receiving such a publication each year . . . It is a real service to the Industry . . . You'll be receiving our check for additional copies, which I hope will be available to us . . .

Dean Schaefer
Unusual Features Syndicate
Chicago

* * *

EDITOR, BROADCASTING:

Congratulations! To you and to everyone in your organization who had anything to do with the compilation of the BROADCASTING MARKETBOOK. It's a real slickeroo!

Ivan E. Myers
Gutman Adv. Co.
Wheeling, W. Va.

* * *

EDITOR, BROADCASTING:

With publication of your BROADCASTING MARKETBOOK, we now have two very valuable books put out by your company, which we would have difficulty doing without. The other, of course, is your annual YEARBOOK.

I am wondering how we got along without all the basic data in the MARKETBOOK before BROADCASTING got the bright idea.

A. S. Gourfain Jr.
President
Gourfain-Cobb Adv. Agency
Chicago

* * *

Story Stirs Interest

EDITOR, BROADCASTING:

I think you might be interested in knowing that the story which you ran in BROADCASTING on the recent survey "Milwaukee Television Audience Viewing Habits" stirred up a great deal of interest among stations and agencies. We had a supply on hand to meet anticipated requests but they came in a larger quantity than we ever expected.

It would appear that the trade interest in television has no precedent . . .

J. S. Stolzoff
Radio-Television Dir.
The Cramer-Krasselt Co.
Milwaukee

* * *

Storm in Rochester

EDITOR, BROADCASTING:

I read with great interest your very nice item concerning "You Can Be a Star" in your current issue. However, you referred to the agency as the "Storm Advertising Agency of New York" . . .

Your magazine being the important medium that it is, I would very much like to have your readers know that it was this agency that placed the account.

Morry Storm
Storm Advertising
Rochester, N. Y.

* * *

Welcomes Market Data

EDITOR, BROADCASTING:

I just received your BROADCASTING magazine 1948 MARKETBOOK and I think it is a swell job—a market guidebook which undoubtedly will be in continuous use throughout the year by agencies and adverisers.

John D. Hymes
Asst. Manager
WLAN Lancaster, Pa.

EDITOR'S NOTE: Thanks, Mr. Hymes. As business manager of the Blow Co.'s radio department, and as former head time buyer of Foote, Cone & Belding you certainly should know whereof you speak.

* * *

Reader Candidates

EDITOR, BROADCASTING:

Just a line to express our appreciation again for the news release concerning our dire need for radio control officers and radio program directors in the European and Far Eastern Commands. Your reading public must have quite a wide range state-side. We are still receiving inquiries from well qualified candidates from Ann Arbor, Mich.; Atlanta, Ga.; New York, and various other areas.

Jeanne C. Nelson,
Overseas Affairs Branch
Civilian Personnel Div.
Dept. of the Army

* * *

Wants Special Section

EDITOR, BROADCASTING:

I enjoy your magazine very much. It is the only magazine that keeps a person up to date on the broadcasting industry. There is only one improvement I would like to see. Since I am an engineer I would like to see a companion

(Continued on page 68)

Know how they do it in Monroe?

IT'S often said that Louisiana folks are the coffee drinkingest people in the country. Maybe — and maybe not! Some drink it out of saucers — some from cups. It depends on how you like it. But one thing sure — when it comes to radio listening, KMLB is the TUNED-IN station in these parts. Just try KMLB and see for yourself!

KMLB
MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

Important Television News!

WBAL-TV

NOW ON THE AIR

60 HOURS WEEKLY!

Daytime Programs Begin at 12:00 Noon — Monday thru Friday

IN BALTIMORE

WBAL and only WBAL

OFFERS BOTH!

The Greatest Shows in Radio and Television are on WBAL and WBAL-TV

NBC AFFILIATE - - NATIONALLY REPRESENTED BY EDWARD PETRY CO.

This director's console puts

1. Preview of studio cameras
2. Control room outgoing line
3. Preview of network and remote
4. Inter-com microphone
5. Inter-com switching
6. Camera and remote signal switching

ts the television pictures

...right before your eyes!

At last program directors can watch monitoring pictures and studio operations—simultaneously

NOW it is possible to sit before your studio window—*and see everything that's going on.* No high-built equipment to obstruct your view of the studio. No need to play peek-a-boo with the video operators up front. You see large, bright pictures of what the cameras see . . . right before your eyes.

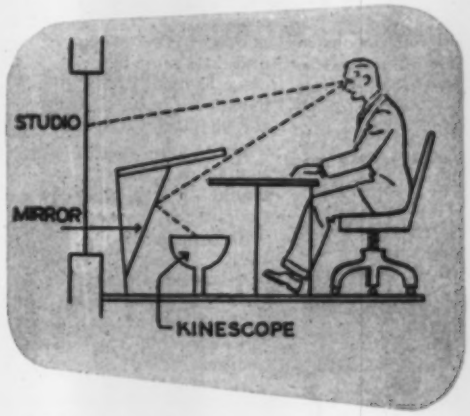
In this new director's console—only 37 inches high and 72 inches wide—the program monitors are mounted *below* the desk . . . and viewed indirectly from light-shielded mirrors. The advantages: A console of low height that enables the program director to see the entire studio from the director's position; daylight-bright monitor pictures that can be seen in a fully-lighted control room.

Using anywhere from two to five monitors—with a 10-inch kinescope of high brilliance in each—this console displays (1) preview pictures of the local cameras, (2) network or other remote signals, (3) the picture going to the transmitter room. All fading, dissolving, and video signal switching is under "push-button" control through a switching panel right in the console. Tally lights indicate the camera that is on the air and the camera that has been selected for preview. Order-wire microphones and order-wire switching provide maximum operating efficiency.

Here, we believe, is a director's console that is years ahead in programming facilities and operating conveniences. It is styled to match all other RCA television and audio equipment and requires a minimum of room. Plenty of desk space, too, for scripts, schedules, and other programming material.

For more information on this new console . . . now in regular production . . . call your RCA Television Specialist. Or write Dept. 19KD, RCA Engineering Products Division, Camden, N. J.

Cross-section Side View—The 10" kinescopes are mounted below the desk and viewed indirectly from front-surface type mirrors. This unique design shields the tube screens from direct outside light and provides a complete view of the studio. Normally, two directors handle the console: one for the programming; one for the technical aspects of programming.



This modern and practical Director's Console brings all electronic aspects of programming under finger-tip control.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WFLA

again top station in the nation evenings

In Hooper's first "20 top stations in the U. S.", WFLA led all stations in the nation in evening audience for June and July. The latest rating, released September 20, shows WFLA again top station in the nation for July and August — with an evening audience rating of 40.7. For more listeners in the growing Tampa-St. Petersburg market, use the double-barreled impact WFLA and WFLA-FM.

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

A "COLLEGE BY RADIO" project, to be conducted jointly by the State College of Washington, KHQ Spokane and NBC, has been announced by Robert Sandberg, executive assistant to Dr. Wilson Compton, president of the college. The series, to begin the first week in November, will be aired over KHQ and KWSC Pullman, Wash., the college station.

The idea was originated by Ken Dyke, NBC administrative vice president, and Sterling Fisher, NBC manager of public affairs, who will supervise the national aspects of the undertaking. Glenn Jones, director of the college general extension service, will handle participation by the college faculty as appointed by Dr. Lewis Buchanan, chairman of the English department. Programming arrangements at KHQ for network feeds will be handled by Wallace Brazeal. Robert Concie, senior producer at KWSC, will produce the supplementary programs for both stations.

Mr. Dyke

Mr. Fisher

The project outlines three procedures to be followed by listeners: The first is to listen to a specially selected NBC program as presented by KHQ and KWSC; second, to listen to a discussion or special supplementary guidance broadcast a few minutes later over either of the stations. The third procedure is to use the study materials especially prepared or selected for the course by the college extension service. These materials include study texts, supplemented with specific directions from the radio instructor, and written reports.

The course is designed to last

(*Continued on page 42*)

On All Accounts

IT is said that in the code-book of many agency executives the client is inscribed as King. But if George Chatfield, vice president of Kenyon & Eckhardt, New York, should seem to exhibit less than subjugative regard for the royal breed it should be interpreted not as treason but rather as modesty. For the larger part of 19 years, Mr. Chatfield was himself a client.

One year ago, after nearly two decades with Lever Bros., George Chatfield left his job as assistant advertising manager for Rinso and Lifebuoy to become Kenyon & Eckhardt account man for the Borden Co.

GEORGE

Behind the move lies 43 years of unplanned grooming for the job. Born in Minneapolis, May 1, 1905, he collided with adolescence and radio at the same time. A fervid ham operator at 17, George crossed wires with a band of wireless zealots and helped to build—with spit and copper coil—a commercial radio station in Minneapolis that came to be known as WDGY. With the station launched he stayed on as parttime engineer, salesman and announcer.

After a year at the U. of Minnesota, George transferred to the Massachusetts Institute of Technology, majoring in engineering and business administration. In recalling his four-year stay at M. I. T., he recollects that he "worked" on the school newspaper, *The Tech*. The record identifies that "work" as managing editor.

Intrigued—partly as a result of research on a senior thesis—with the prospects of an advertising career, George joined Lever Bros. immediately upon graduation. Here his serious education really began. Serving as alternate for now one man then another he learned every facet of his new setting until, by the time he departed, he was one of the principal advertising executives of this well-known firm.

His radio experience at Lever Bros. included the *Aunt Jenny* and *Big Sister* daytime programs, Rinso, Lifebuoy and Spry spots, and *Big Town*, *Bob Burns*, *Grand Central Station* and *Amos 'n' Andy* programs.

Six months after joining Kenyon & Eckhardt—on Dec. 3, 1947—he was appointed vice president of the agency, and in October 1948 he was named to the plans board.

Borden currently sponsors *County Fair* and *Your Song and Mine*

(*Continued on page 38*)

Remember the story about...

13 little colonies

that grew

into the U.S.A.?

Sounds like the story of WWDC in Washington. It started out small . . . and then it grew . . . and grew into the BIG powerful sales station that smart advertisers use in this rich market. Your own sales message will go over BIG on either WWDC-AM or WWDC-FM. Get the full story from your Forjoe representative.

WWDC
AM-FM—The D. C. Independent
Represented Nationally by
FORJOE & COMPANY

The BIG nationally known Ak-Sar-Ben, home of the world's largest baby beef show, is the pride of the Middle West. And the BIG Ak-Sar-Ben serves the BIG Middle West in a BIG way; BIG racing seasons, BIG livestock expositions, BIG rodeos, BIG colorful coronations. For BIG coverage in the same BIG territory, use the BIG station KFAB, for BIGGER results.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

IT'S EASY, IF YOU KNOW HOW!

IF we should try to operate a station in, say, New England—we'd make a terrific flop. We don't *"know"* New England.

But for 23 years we native Southerners at KWKH have worked hard to know *everything* about our listeners' preferences, *in this area.* We've built a near-perfect KNOW-HOW *in this area.* The result is that KWKH is TOPS *in this area.*

Of all CBS stations covered by the Hooper Station Listening Indexes in the U. S., for example, KWKH rates 10th in the morning, 9th in the evening. May we send you the rest of the evidence?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 17 WASHINGTON, D. C., OCTOBER 25, 1948 $7.00 A YEAR—25c A COPY

ULTRAFAX DEBUT

Transmission Speed Electrifies Audience

By ED KEYS

IN THE SHADOW of the site where its great grandfather, telegraphy, flashed the historic message "What hath God wrought?", Ultrafax, an incredibly high-speed radio television communications system, last Thursday in its world debut furnished an answer to the 104-year-old question.

Television's offspring, capable of transmitting and receiving written or printed messages at the fabulous rate of a million words a minute [BROADCASTING, Sept. 8, 1947], holds promise of revolutionizing the communications industry.

Ultrafax combines the elements of television with the latest techniques in radio relay and high-speed photography. It was developed by the laboratories of Radio Corp. of America in cooperation with the Eastman Kodak Co. and National Broadcasting Co.

Fittingly enough, the world premiere of Ultrafax was staged Thursday, with a repeat performance Friday, on the same Capitol Hill where Samuel F. B. Morse announced telegraphy to the world on May 24, 1844.

Witnessing the unveiling at the Library of Congress were Cabinet members, high-ranking officers of the armed forces, government and industry executives and radio and the press.

Potential applications of the system stagger the imagination.

Sarnoff Explains

Television's prodigy was explained by Brig. Gen. David Sarnoff, president and chairman of the board of RCA. Gen. Sarnoff, who was the guiding spirit behind Ultrafax, told his more than 300 guests that the time-defying development "is as significant a milestone in communications as was the splitting of the atom in the world of energy."

In the words of Gen. Sarnoff, "Television is a very young parent, indeed. And as often happens, the offspring is often more promising than its parent."

A demonstration of Ultrafax made it evident that those still rubbing their eyes in disbelief that video is already here, would have an infinitely more difficult task believing the world might be Ultrafaxed.

Gen. Sarnoff saw these possible developments, and many others, in an Ultrafaxed world:

● A nation-wide system of graphic communications, using modified television facilities.

● The exchange of international television programs achieved on a trans-oceanic basis.

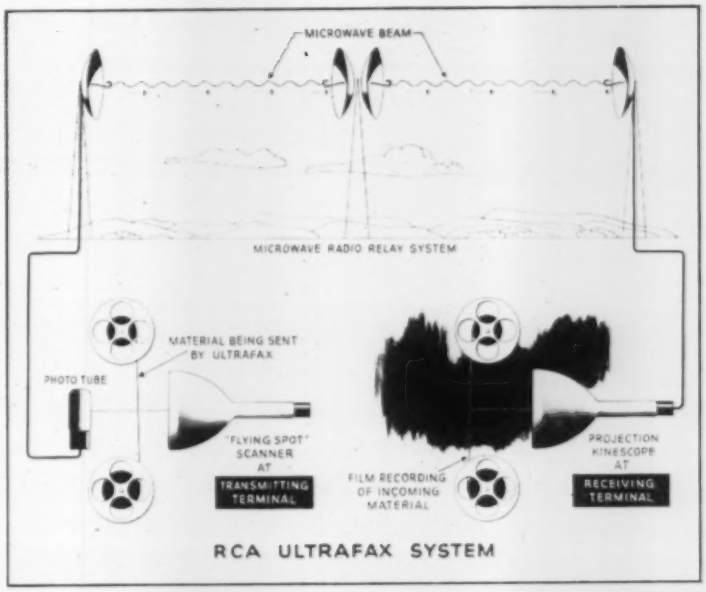
● A television-Ultrafax service bringing to home receiving sets newspapers and publications, without interrupting the program being viewed.

● A system of world-wide military communications for this country, scrambled to meet the needs of secrecy.

● Establishments of great newspapers as national institutions, by instantaneous transmission and reception of complete editions in every home equipped with a television set.

● Transmission of a full-length motion picture from a single negative in the production studio simultaneously to the screens of thousands of motion picture theatres throughout the nation.

● A cost-cutting radio mail system.


MICROWAVE BEAM
MICROWAVE RADIO RELAY SYSTEM
MATERIAL BEING SENT BY ULTRAFAX
PHOTO TUBE
"FLYING SPOT" SCANNER AT TRANSMITTING TERMINAL
FILM RECORDING OF INCOMING MATERIAL
PROJECTION KINESCOPE AT RECEIVING TERMINAL
RCA ULTRAFAX SYSTEM

VARIOUS radio and television steps to accomplish the one million words a minute transmission and the reception through Ultrafax is depicted in this RCA diagram.

Principals in the introductory program included Gen. Sarnoff, Luther H. Evans, Librarian of Congress; Elmer W. Engstrom, vice president in charge of research, RCA Labs; C. E. Kenneth Mees, vice president and director of research, Eastman Kodak Co., and NBC Commentator John Batchelder, who served as narrator.

Welcoming guests to Coolidge Auditorium, Dr. Evans said it was "eminently fitting that this Library should be the host at a demonstration of this sort."

Mr. Engstrom pointed out the significance of the Ultrafax demonstration with respect to the construction of nation-wide radio relay networks which, he revealed, are capable of transmitting interchangeably both television and Ultrafax signals.

It was revealed by Mr. Engstrom that Ultrafax, on the basis of

(Continued on page 64)

RWG STRIKE

Writers Slated to Quit Oct. 26

By IRV MARDER

RADIO Writers Guild has set Oct. 26 for the beginning of a nation-wide strike against advertising agencies and package producers. The strike would cut off at the source most of the story and gag material which is the lifeblood of many of the top-ranking programs.

Owners of the shows who have not yet agreed to terms of the minimum base agreement in effect between the RWG and the networks were given until midnight last Friday to come into the fold. The guild warned that missing the deadline would mean stiffer terms—i. e., higher minimum scales and revision of the exclusivity clause in the network agreement.

At meetings to be held tonight in New York and Los Angeles, the guild membership—which includes virtually all established radio writers—will get its strike orders and information on the extent of the strike. This will consist of two lists, one of shows which have agreed to terms of the network pact and the other of the remaining shows which had not signed by the Friday deadline.

The first group of programs will remain in good standing and continue to get material from RWG members. The strike will be directed against the "holdouts"—shows which have not signed the "letters of adherence" sent out by the guild some time ago.

The guild has released a partial list of shows involved in the dispute. Among those which were to be struck, providing they had not yet met the Friday deadline:

Jack Benny, *Fibber McGee and Molly*, Fred Allen, Bing Crosby, *Duffy's Tavern*, *Cavalcade of America*, *Theatre Guild*, Jimmy Durante, *Great Gildersleeve*, *Life of Riley*, *Ford Theater*, Red Skelton, *FBI In Peace and War*, Roy Rogers, *Harvest of Stars*, *Hallmark Playhouse*, *Adventures of*

(Continued on page 65)

RUBIN'S PLUNGE

Shop Using AM, FM and TV

By JANE PINKERTON

AFTER 15 years of plucking radio advertising plums, Rubin's women's apparel shop in Chicago is adventuring into the previously never-never land of simultaneous broadcasting in AM, FM and TV.

Programs and commercials in standard broadcast format have been spotted on Chicago stations continuously since 1933 to foster feminine fashion interest, and the three-story store at 1314 Milwaukee Ave. was built slowly and steadily on a foundation of broadcast advertising. The owner is A. S. Rubin, a leader in Windy City merchandising although still in his early forties, whose father 52 years ago founded a small dry goods store. In succeeding decades it has burst its seams and became the largest specialty shop of its kind outside the city's teeming "loop."

STA-NEET Corp., Los Angeles (hair-trimmer), has bought its first radio and TV time on WCBS and WCBS-TV New York. Firm will cooperatively sponsor "It Pays to Be Ignorant" and three weekly TV participations. Completing arrangements are: R. P. M. Davis (seated, l) Sta-Neet president, and J. Al Fischer (seated, r) vice president and sales manager. Standing (l to r) are: Henry Flynn, CBS spot sales Los Angeles manager, and James Shelley, account executive of Mayers Co., Los Angeles.

Major ingredient in the store's radio foundation has been its amateur show, *Stars of Tomorrow*, which was first aired in 1935 on WCFL, the Chicago Federation of Labor station, as *Hour of Opportunity*. In 1941 the program was transferred to WGN, *Chicago Tribune* station, where it now originates on Sunday evenings. It automatically went on WGNB, the *Tribune's* FM station, when the entire AM schedule was duplicated about four months ago. At that time, Art Holland, owner of Malcolm-Howard agency and originator of the account, began investigating television's potential.

Lindquist Named

Realizing that selection of talent must be more discriminating with utilization of the double-edged tool, audio and video, Mr. Holland appointed his new television director, Norman Lindquist, and his assistant radio director, Alan Sweetow, to conduct both TV and AM auditions. The casting, now more selective, called for both ear and eye appeal. Acts previously turned down because of no audio attraction, such as tap dancers and variety groups, were now drawn into the talent fold.

Four weeks of duplication on WGN-TV, video sister of the other *Tribune* outlets, were contracted for as a test period. After this experimentation, Malcolm-Howard learned "there was enough of a response, the cumulative rather than the overwhelming kind, to warrant a longer contract." As a result, Rubin's began sponsorship of Chicago's first studio show in all three phases of broadcasting for 13 weeks, continuous to Jan. 9. Because a slow, sure, repetitive appeal is projected, the agency anticipates an increased radio budget in 1949.

Rubin's now allocates approximately $100,000 yearly to advertising in radio, television, newspapers, direct mail, transportation and outdoor media. More than 60% of this sum, about $60,000, is being devoted this year to broadcasting. Most of this has been used in AM. The store's entry into video has been comparatively recent. The 1948 allocation is about 20% greater for AM and TV than last year, and next year the jump will be even greater, Mr. Holland says.

Mr. Rubin, who dictates a policy of strictly local programming, has sponsored spots and shows on as many as five Chicago stations at one time. At present, he and agency personnel are contemplating additional television shows for next year, "but plans are still in the formative stage. We do feel that television response is becoming progressively better, and that steady rather than spasmodic results will sell the merchandise."

FRANK STARZEL NAMED AP GENERAL MANAGER

FRANK J. STARZEL, Associated Press executive and a key figure in AP's entry into radio in the 1930's, last week became AP general manager.

The appointment was announced by Kent Cooper, AP's executive director, who until Mr. Starzel's elevation had also been general manager for the past five years. Mr. Cooper continues in charge of all AP operations.

Mr. Starzel joined AP in 1929 as director of promotion for the then newly-formed AP feature service. He subsequently served as night city editor in New York, chief of bureau at Columbus, Ohio, and traffic executive in New York before becoming assistant general manager in December 1943. It was during his duty with AP's feature service that, with Oliver Gramling, now assistant general manager for radio, he collaborated in placing the AP in the radio field.

CIO Airs Murray

PHILLIP MURRAY, CIO president, will broadcast a political address over CBS tonight (Oct. 25) 7:15-7:30 p.m., with transcribed rebroadcast over the full network at 11:15-11:30 p.m. Time was purchased by the CIO Political Action Committee.

In This Issue . . .

Ultrafax Debut 21
RWG Strike Set for Oct. 26 21
Rubin's (Apparel) Uses AM, FM, TV 22
Network Billings Up in August 22
Proposed Giveaway Rules Blasted 23
'Voice' in Peril in HF Scramble 23
Mexico Defers 150 kw on 540 kc 25
Million Dollar Election Round-up 26
Video Music Rights 27
Kinescope Legal Fight Brewing 27
High-Low TV Sets to Be Unveiled 29
Retail Assn. Prefers Radio Approach 44
Kansans Like Quiz Shows 45

NETWORK BILLINGS

August Tops July by a Million

THE FOUR nation-wide networks in August had combined gross billings of $14,231,502, more than a million dollars ahead of the July figure of $13,223,466, according to data released to BROADCASTING last week by Publishers Information Bureau. While not up to the $15,631,141 combined network gross for June, the August figure indicates a definite improvement.

Of the 29 industry categories into which PIB classifies the network billings, 18 showed higher totals in August than in July, with only five showing a decrease. Food advertising led for the month, with network billings of $3,238,099; toiletries were second, with $2,104,020; drugs third, $1,789,512; laundry soaps and cleansers fourth, $1,630,374, and smoking materials fifth, $1,556,058.

For the eight-month period, January through August, the same food-toiletries-drugs sequence is maintained, but smoking materials rank fourth, laundry soaps fifth.

Network combined gross billings, by product groups, for August, were:

Category	August Gross Value	Jan-Aug Gross Value
1. Agriculture & Farming	$134,257	$993,634
2. Apparel, Footwear & Accessories	80,125	912,180
3. Automotive, Automotive Accessories & Equipment	425,115	4,815,042
4. Aviation, Aviation Accessories & Equipment	------	----------
5. Beer, Wine, Liquor	70,020	784,664
6. Building Materials, Equipment & Fixtures	30.667	592,381
7. Confectionery & Soft Drinks	595,616	4,980,073
8. Consumers' Services	137,633	1,615,421
9. Drugs & Remedies	1,789,512	15,210,307
10. Entertainment & Amusements	------	----------
11. Food & Food Products	3,238,099	31,161,893
12. Gasoline, Lubricants & Other Fuels	453,440	3,890,033
13. Horticulture	------	98,946
14. Household Equipment & Supplies	760,352	5,676,105
15. Household Furnishings	97,145	872,531
16. Industrial Materials	------	1,028,762
17. Insurance	352,027	2,874,417
18. Jewelry, Optical Goods & Cameras	104,307	547,846
19. Office Equipment, Stationery & Writing Supplies	211,738	1,747,539
20. Political	------	2,295
21. Publishing & Media	130,398	1,087,470
22. Radios, Phonographs, Musical Instruments & Accessories	60,125	1,074,283
23. Retail Stores & Shops	------	----------
24. Smoking Materials	1,556,058	13,431,583
25. Soaps, Cleansers & Polishes	1,630,374	13,034,937
26. Sporting Goods & Toys	59,089	59,089
27. Toiletries & Toilet Goods	2,104,020	21,370,238
28. Transportation, Travel & Resorts	------	----------
29. Miscellaneous	211,385	1,754,938
Total	$14,231,502	$129,616,607

GIVEAWAY RULES

Plan Attacked at Hearing; FCC Firm

By RUFUS CRATER

FCC MET almost unanimous opposition to its proposed rules against giveaway programs [BROADCASTING, Aug. 9] in an all-day session of oral argument last Tuesday, but appeared unpersuaded.

Ten of the eleven attorneys who paraded before the Commission found fault with the proposed regulations, which were designed to set up standards for application of the law against lotteries.

Most of the attorneys argued either that FCC lacks authority to issue such rules, or that the rules do not properly interpret the anti-lottery law (Sec. 1304 of the U. S. Criminal Code, formerly Sec. 316 of Communications Act).

Suggested alternatives, aside from the proposal that FCC abandon the project completely, included: (1) that the Commission refer questionable programs to the Justice Dept. for prosecution; (2) that FCC, if it feels it must take some action, apply to Congress for permissive legislation; (3) that FCC drop its proposed rules but supply opinions on the legality of specific programs, whenever asked.

The only industry spokesman who gave unqualified support to the FCC proposal, former FCC Chairman Paul A. Porter, appearing for WITH Baltimore, maintained that lottery-like giveaways are "bad broadcasting" and said that unless they are stopped he could envision a program which would justify the title, *You Ain't Seen Nothing Yet*.

Mr. Porter argued that FCC has ample authority to issue the rules but said it should proceed with them even if it has doubts concerning its power.

If the Commission is "intimidated" and fails to act, he told his former colleagues, then those who support the proposed rules will have no other recourse—except to "multiply our bribes to the audience." If FCC acts, he declared, opponents can still have their "day in court."

NBC Proposes Changes

NBC recommended changes or clarifications but said it "welcomes the action of the Commission in making known its interpretation of the law," because of the uncertainty which heretofore has existed. Gustav B. Margraf, NBC vice president and general counsel, said he could not decide definitively whether FCC had authority for the rules but that, if it intends to apply the lottery law in its licensing function, then the issuance of rules will permit a test of authority and provide broadcasters a yardstick if the Commission is upheld.

Flat denial of FCC authority to set up such rules was voiced by Bruce Bromley of the New York City law firm of Cravath, Swaine & Moore. Arguing for ABC, Mr. Bromley claimed that FCC not only lacks authority but also failed to interpret the lottery law correctly.

Under questioning from the bench, he said he thought that in acting upon renewals the Commission might consider the fact that an applicant had broadcast programs which it regarded as violation of the law. But the proposed rules, he said, would constitute a restraint upon radio program material and an impairment of freedom of speech.

Coy, Bromley Differ

Chairman Wayne Coy said it was "perfectly clear" that he didn't agree with Mr. Bromley that FCC can take the lottery law into consideration in passing upon renewals, yet cannot issue rules to define the law.

Mr. Bromley insisted that "the proposed rules vastly enlarge the statutory and judicial definition of lotteries by providing that chance need no longer be the dominant factor but need only be present in a preliminary or minor role and that consideration need no longer be substantial but may be merely technical."

Mr. Bromley quoted from the brief of Louis G. Cowan Inc., producer of the ABC *Stop the Music* show, most popular of the big giveaways, to point out that 29½ million people listened to the "Miss Hush" and "Walking Man" contests even though they knew they had no chance of winning because they hadn't submitted qualifying letters.

Chairman Coy wanted to know whether the "skill" involved sometimes isn't the "skill of being able to read." Mr. Coy pointed out that several columnists and commentators had given the answers to quiz shows while the contests were still pending.

"That is not a part of the plan," replied Mr. Bromley. "And I don't know what we're going to do with this fellow Winchell." He claimed *Stop the Music* shouldn't be considered a lottery simply because somebody discovers the answer to the key question and makes it public before a contestant does. The program involves skill and knowledge, he declared, and the factor of "chance" is not dominant.

If FCC thinks giveaways should be suppressed, Mr. Bromley insisted, the Commission should ask Congress for authority.

Don Petty, NAB general counsel said the former Sec. 316 of the Communications Act was designed to put radio on the same footing as the press with regard to lotteries. The proposed rules, he argued, would give the press an advantage because they are more stringent than the policies applied by the Post Office Dept.

He said the Justice Dept. has sole jurisdiction over radio "lottery" cases. The proposed rules, he contended, might lead broadcasters to take refuge in the Fifth Amendment to the Constitution and refuse to testify (in hearings on alleged violations of the lottery law) on grounds that their testimony might incriminate them.

Chairman Coy read from an issue of *NAB Reports* quoting NAB President Justin Miller as saying, at the time FCC's proposed rules were announced, that the FCC was performing a "duty" in its move against giveaway programs. Mr. Coy asked why NAB apparently changed its mind. Mr. Petty said Judge Miller's approval referred to FCC's procedure in giving industry a chance to make known its objection before it acted.

'Acknowledged Evils'

Former Chairman Porter contended that giveaways are "acknowledged evils" and that the argument that such programs do not involve true "consideration" is "a red herring." He said "mass participation" meets the test of "consideration."

Mr. Porter spoke for WITH Baltimore, which conceded it carries giveaways but said it does so only for competitive reasons.

John B. Moser, counsel for Radio Features Inc. *(Tello Test, Passing Parade, Get Rich Quick)*,

(Continued on page 56)

PRINCIPALS in arguments on FCC's proposed rules against giveaway programs included: (top photo, l to r) W. Theodore Pierson, Washington attorney, and NAB Counsel Don Petty; (center photo) Attorney Bruce Bromley, who argued for ABC, and Joseph A. McDonald, ABC vice president and general attorney; (bottom photo) Isaac W. Digges, counsel for Radio Council of National Advertisers, with Council President T. H. Brown Jr.

OTHER participants and observers at giveaway arguments included: first photo, (l to r) NBC's Vice President and General Counsel Gustav B. Margraf, Washington; Vice President Frank H. Russell and ABC's Vice President Robert H. Hinckley; (second photo) Arthur W. Scharfeld, radio attorney, FCC Attorney Dwight D. Doty, and Comr. Robert F. Jones; (right photo) Julius F. Brauner, CBS secretary and general attorney, Comr. Rosel H. Hyde, and former FCC Chairman Paul A. Porter.

Hooper to Employ Electronic Method

Proper Device Is Being Sought To Use in Measurements

C. E. HOOPER Inc. has "determined a practical means of utilizing "electronics-produced audience measurements in conjunction with those furnished by currently accepted methods."

Hooper has appointed John V. L. Hogan, president of WQXR New York and of Radio Inventions and Faximile Inc., to serve as technical consultant in its search for the proper electronic device. The research organization has also retained the firm of Morgan, Finnegan & Durham as patent consultants. In addition, Thomas H. Brown Jr., president of the Radio Council of National Advertisers, and Kenneth Baker, NAB research director, agreed to serve with a group of observers representing the buyers and sellers of radio time.

Announcement of the Hooper plan to investigate the use of electronic measurements in simultaneous telephone interviews was made in a letter sent to the makers of "five different electronic devices" which, Mr. Hooper wrote, "have come to our attention."

Voluntary Reaction

"The sponsors of four of them have approached us voluntarily," the letter stated. "The fifth reacted favorably when we indicated we had developed a practical plan. The adoption of such a device in the orderly manner which we foresee assumes that it has been, or may be, perfected to the point where its performance meets industry needs."

Details of the method of integration were not divulged, but the letter said that it "holds promise of fitting directly into the established format of audience measurement without disturbing three basic considerations: Comparability with present and past measurements, low cost per audience report, and joint participation in the revelation to buyer and seller."

Gross Time Sales Of ABC Show Rise

GROSS SALES of radio time by the American Broadcasting Co. for the first nine months of 1948 amounted to $31,576,031. Figure reflects in part a 39.6% increase in new business for the third quarter of the year.

This compares with $31,349,006 in gross time sales reported for the comparable period one year ago.

The new business picture was particularly bright for ABC's third quarter, when the company wrote $1,456,996 in gross new business. This was an increase of 59.6% over gross new business of $1,044,035 reported for the same three months of 1947.

Drawn for BROADCASTING by Sid Hix

"We won't move a step until Gene Krupa finishes playing 'Drumboogie.'"

ANA CONVENTION

Video to Outshine Radio at Meet

TODAY marks the opening of the 39th annual meeting of the Assn. of National Advertisers at New York's Waldorf Astoria. The three-day session, with an anticipated registration of 400 on Monday and Tuesday and 1,200 on Wednesday when the parley is thrown open to non-members in the advertising field, will feature prominent speakers touching on every phase of advertising, including appropriations, follow-through, evaluations and legislation.

Radio *per se* will not consume as much of this year's conclave time as in previous sessions, because of the soaring growth of television as an advertising medium. Tuesday evening's session, to be held at the CBS Radio Theatre No. 4, at 54th St., west of Broadway, will be devoted exclusively to a television round-up, with discussions by Niles Trammell, NBC president; Frank Stanton, CBS president; Pat Weaver, vice president in charge of radio and television, Young & Rubicam, New York; Dr. Thomas Coffin, Hofstra College; J. R. Poppele, WOR New York vice president and TBA president; Frederick A. Krugel, publisher of *Television;* Howard Chapin, General Foods Corp., New York, director of advertising, and Sam Cuff, consultant on radio and television to Allied Stores, New York.

Agenda for Today

Today's session, which is divided into discussions on "Advertising Management," "How Do You Determine the Advertising Appropriation?" and "Advertising Follow-Through," is expected to touch on radio, as will a portion of Tuesday's "Evaluating Advertising" forum.

"New Dimensions of Advertising," the theme for Wednesday's ANA conclave, will include a film showing of the Buchanan, Ga., promotion of the Cluette, Peabody public relations program on the American economic system.

Wednesday's speakers include Maj. Gen. P. J. Hanley Jr., chief of military personnel procurement service; Richard McArdle, chief of state and national foresters; Dr. Kerry G. Smith, director of information, U. S. Education Office, and Paul Comly French, executive director of CARE. Executive representatives of leading manufacturers will speak on how public service advertising pays off for the advertiser.

The closing Wednesday night session will feature views of leading economists, industrialists and others on "The Economic Outlook for 1949" and "Advertising's Job Today" from the viewpoint of management, the advertising manager, the agency and a leading citizen to be announced.

CAAB's Nov. Meet To Feature Video

TELEVISION will occupy a prominent spot on the agenda for the second 1948 meeting of the CBS Affiliates Advisory Board, to be held in New York Nov. 10 and 11, the network said last week.

Growth of the CBS video network and future developments plans are on the meeting calendar. Meeting will be attended by CAAB members representing 171 CBS affiliates, and network officials.

Members of the board are:

I. R. Lounsberry, WGR Buffalo, chairman, representing District 2; E. E. Hill, WTAG Worcester, Mass., secretary, District 1; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall Jr., WMBR Jacksonville, Fla., District 4; Howard Summerville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; William Quarton, WMT Cedar Rapids, Iowa, District 7; Kenyon Brown, KWFT Wichita Falls, Tex., District 8; and Clyde Coombs, KARM Fresno, Calif., District 9.

Network Registration

CBS executives expected to attend include:

Frank Stanton, president; Joseph H. Ream, executive vice president; Howard S. Meighan, vice president and general executive; Lawrence Lowman, vice president and general executive; Herbert V. Akerberg, vice president in charge of station relations; J. Kelly Smith, vice president and director of station administration; William Gittinger, vice president in charge of sales; Hubbell Robinson Jr., vice president and director of programs; Davidson Taylor, vice president and director of public affairs; Victor M. Ratner, vice president in charge of advertising and sales promotion; Earl Gammons, vice president and director of CBS Washington office; J. L. Van Volkenburg, vice president and director of television operations; William B. Lodge, vice president and director of general engineering; Samuel R. Dean, treasurer and comptroller; Oscar Katz, director of research; and William A. Schudt Jr., director of station relations.

STOP-LOOK!

Ad Man Urges Caution In Picking Agency

WARNING that clients should be more careful in the selection of their advertising agencies, W. Arthur Lee of Lee-Stockman Inc., New York, sounded the keynote for the annual convention of the First Advertising Agency Group, Oct. 19-21 at Ponte Vedra Beach, Fla.

Mr. Lee, retiring president of the group, during round table talks on the betterment of agencies, admonished clients to study the agency's background, credit, talent, standards and other vital points before making their selection.

Mayers' Address

Henry Mayers of the Henry Mayers Co., Los Angeles, echoed the sentiments of Mr. Lee, adding that inasmuch as there is no licensing of advertising agencies by law, that an advertiser can not be certain of the proper disposition of his appropriations.

E. W. (Ted) Conner of the Conner Co., San Francisco, was elected president of the organization and Parker Holden of Holden, Clifford & Flint, Detroit, was named vice president, succeeding M. Thayer Newman of Newman, Lynde & Assoc., Jacksonville, Fla. W. E. Featherstone of W. E. Featherstone Agency, Salt Lake City, was elected secretary-treasurer. New regional directors and their areas are: Milton Simon, South; Mr. Lee, East; Lee Donnelley, Central, and Mr. Mayers, West.

The next convention will be held at a city in either Michigan or Wisconsin, to be selected later.

'VOICE' IN PERIL

Nations Jockey for Channels at Mexico City

By J. FRANK BEATTY

THE SCRAMBLE for high-frequency broadcast channels opened Friday in Mexico City with full diplomatic trappings.

But while the niceties of diplomacy were being observed, 500 representatives of 78 nations already were engaged in scores of strategic maneuvers to grab the choice spots for their propaganda broadcasts. U. S. spokesmen will endeavor to salvage enough channels to keep the resonant "Voice of America" from being suppressed to a whisper.

Formally known as the Second Session of the International Conference on High-Frequency Broadcasting, the meeting had taken on an aspect of suspicion and uncertainty during preliminary maneuvers, such as the Five-Power Conference that convened Oct. 1.

Rumbles of international intrigue have been heard in the Mexican capital since preliminary sessions started in mid-September [BROADCASTING, Sept. 27, Oct. 11].

So frequent have been the behind-scenes bickerings that the conference has been tagged a "cold electronic war" [BROADCASTING, Aug. 30].

Interest of the United States in high-frequency allocations centers around availability of 540 kc for standard broadcast use and the "Voice of America" broadcasts beamed at other nations.

The conference assumed added importance from a U. S. standpoint when the State Dept. last week announced membership of the delegation representing this country. At the department's invitation, Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), will serve as delegates.

Norweb Is Chairman

Chairman of the delegation is R. Henry Norweb, Special Ambassador [CLOSED CIRCUIT, Aug. 16], with FCC Commissioner George Sterling as vice chairman.

Both Senators hope to take part in the conference proceedings after the elections but will not have definite plans to announce for a few days. Accompanying them will be Edward Cooper, communications specialist of the Senate committee.

As the plenary session opened Friday, the antenna subcommittee headed by Royal V. Howard, NAB engineering director, submitted a report setting out width of beams and vertical angles. The report was one of several on which preparatory groups have been working. These covered frequency assignments for seven periods of the 11-year sunspot cycle, one period of which was drafted at a spring meeting in Geneva; efficient use of frequencies through time-sharing as well as directive antennas, and power needed for long and short distance transmission.

Russian delegates are at Mexico City in force. Should the heavy Soviet representation resort to the insulting tactics used in recent world electronic conferences, it is feared that other nations also will use the session as a political sounding board.

Opening of the plenary session Friday found a note of fear among delegations that some nations might try to postpone the conference because of the delicate international situation. Plans call for completion of the plenary job by Christmas, but England, France and even Mexico were understood to be toying with the idea of indefinite postponement of the whole undertaking.

Any one of dozens of problems, it was felt, could wreck the conference. For example, pre-conference fear was voiced that the matter of voting could be a serious obstacle, with nations unable to agree whether decisions should be based on unanimous, three-fourths or simply majority votes.

Russia was reported ready to modify its original "priorities" demand. This issue is one of the most troublesome on the agenda. The priorities idea is founded on the premise that nations lacking adequate internal communications facilities should have more frequencies than other nations.

Adoption of a priorities allocation would reduce the "Voice of America" to a faint chirp. Already the official U. S. propaganda voice is threatened by action of the European Conference of Copenhagen, which adjourned Sept. 15 after cutting the number of U. S. channels in Occupied Germany from 13 to 3. The U. S. attended as an observer [BROADCASTING, Sept. 27].

Copenhagen Proposals

Among Copenhagen proposals was slashing of channel width in parts of the standard broadcast band from 10 kc to 8 and 9 kc. A similar idea already has come up in pre-conference discussions at Mexico City, based on desire to add one channel in the 9 mc band by cutting channel width to 9 kc, or by encroaching on other services.

Russia's priorities scheme provides for allocation of 80% to 85% of shortwave facilities to domestic broadcasting, with the remaining trifle to be available for "friendly international exchange." Thus the "Voice of America" would be carried on only a few frequencies and these could be more easily jammed.

India, another priorities advocate, is understood to have a new proposal ready. France, too, is in favor of priorities because it desires to serve colonial possessions. Portugal and Mexico have priorities leanings.

A year ago Mexico came up with a priorities scheme at the Havana pre-NARBA engineering conference, arguing that total area, population and number of languages spoken should govern allocations.

By thumping for priorities, nations not in need of many channels can maneuver themselves into heavy allocations.

If the shortwave bands are upset, then the chance of utilizing the 540 kc channel for standard broadcasting will be imperiled. The 540 kc channel is used for governmental services. If these services can be taken care of at Mexico City, then 540 kc will be available to the U. S. for standard broadcasting under terms of the International Telecommunications Convention at

(*Continued on page 58*)

MEXICO DEFERS

Holds Plans for 150 kw on 540

MEXICO was reported last week to have deferred, "at least temporarily," its plans for 150 kw use of the new 540 kc broadcast frequency at San Luis Potosi, 350 miles south of the U. S. border [BROADCASTING, April 26].

Releasing copies of letters it sent to the State Dept. voicing "vigorous objection" to the Mexican proposal, FCC declared:

". . . it is the understanding of the Commission and the State Dept. that Mexico has agreed to defer, at least temporarily, its plans for use of the controversial frequency, pending clarification of the issues raised by the U. S. objections."

The subject of utilization of the 540 kc channel, which was added to the broadcast band by the International Radio Conference at Atlantic City in 1947, "is expected to be one of the major items to be considered at the next North American Regional Broadcasting Conference, to be held in Canada in September 1949," FCC said. The Atlantic City conference made it available, subject to agreement among the interested countries.

The FCC reportedly feels that in the U. S. it should be used primarily for low-powered stations, in view of is wide-coverage characteristics [BROADCASTING, Sept. 20].

Mexico originally indicated that the 150 kw San Luis Potosi station would begin operation by Dec. 1.

In its letters protesting Mexico's proposed use of 540 kc, which were transmitted to the Mexican government via the State Dept. and the Office of Inter-American Radio, the Commission noted that the channel is not yet within the scope of NARBA and, under the Atlantic City agreement, may be used only "after proper agreements of the interested countries have been effected."

Proposal Circulated

The Commission said "proposals looking toward such special arrangement have been made and circulated between the countries of the North American Region . . . but no agreement has been reached."

FCC also asserted that "hundreds of government and non-government stations" operating just below 540 kc would be affected by the Mexican station and that the Commission's entire 415-540 kc allocation plan, currently in preparation, might be jeopardized.

The Commission's first letter, sent May 6, brought a reply in which Mexico argued that the San Luis Potosi station would not be inconsistent with either the Cairo Radio Regulations (1938) or NARBA. The Mexican Government also asked FCC to withdraw its objections.

In reply, FCC wrote on Sept. 9 that it considered the Mexican views to be "erroneous." Further, the Commission said:

The statement that the proposed use of 540 kc would cause no interference to the broadcast service of the U. S. in no way justifies such an assignment by Mexico. The U. S. has refrained from making assignments on that frequency only in order to comply with the Cairo Regulations and the provisions of NARBA and the Interim Agreement.

At the pre-NARBA technical conference in Havana in 1947, FCC noted, "it was the unanimous view of the parties present, including Mexico, that the decision with respect to the use to be made of 540 kc should be determined at a later date in conference between the various interested countries."

The Commission did not feel that its argument was weakened by the fact that CBK Watrous, Sask., operates on 540 kc with 50 kw. CBK, it was pointed out, was on 540 when NARBA was negotiated "and was permitted to continue such operation primarily because of the difficulty of finding a different suitable frequency for it at that time."

ELECTION ROUND-UP

Sponsors to Pay Over Million

By BETTY STONE

MORE THAN half a million dollars is being spent on sponsorship of election returns Nov. 2, with full scale coverage of balloting being carried on all major AM and FM networks. All but one (DuMont) of the video networks, and all of the audio chains, have been purchased at healthy prices for varying lengths of time.

Mutual's coverage, on a "global" scale, and sponsored by the Curtis Publishing Co., Philadelphia, will emanate from the ballroom of New York's Ritz Carlton Hotel. Full coast-to-coast facilities, plus 16,000 miles of additional circuits will be controlled from that point, and 500 MBS affiliates will present local vote counts by special cut-in signals. Representatives of the British Broadcasting Corp., the Canadian Broadcasting Corp., and the French Broadcasting System will be stationed at MBS headquarters, and will use the Mutual Network facilities for flashing election results overseas.

Curtis Pays $76,000

It is estimated that Curtis paid approximately $76,000 for the MBS tabulation, to start at 9:15 p.m.

"For upwards of $125,000," according to an informant's "rough guess," Nash Motors, Detroit, has purchased both CBS networks, TV and AM. Television coverage will be carried by video affiliates in Philadelphia, Baltimore, Boston and New York and will be coordinated by Edmund A. Chester, director of news, special events and sports for CBS-TV. Activities will begin at 8 p.m.

Life and the NBC-TV East Coast network will collaborate once more on election night, utilizing the publication's full news-covering facilities for minute-to-minute reports on voting. In addition, the network's news and TV staffs, and *Life* journalists will present interviews, pick-ups from party headquarters, resumes and sidelights.

Ben Grauer and John Cameron Swayze will be commentators on the program which represents an expenditure by *Life* of "somewhere between $75,000 and $100,000," it was estimated.

The East Coast network is comprised of TV affiliates in New York, Philadelphia, Boston, Baltimore, Washington, Richmond, Providence and Schenectady. Telecast is scheduled from 8 p.m. till conclusion.

NBC-TV's Midwest network, with affiliates in Toledo, St. Louis, Milwaukee, Detroit and Buffalo, is telecasting the same general coverage presentation under sponsorship of RCA, at an approximate cost of $50,000, it was believed.

Sponsored by Kaiser-Frazer Corp., Willow Run, at an estimated price of over $125,000, ABC election night activities will embrace both the coast-to-coast radio network, and the Eastern and Midwestern video chains. Walter Winchell and Drew Pearson, debuting on video, and Dr. George Gallup, will head the East Coast group of ABC commentators and political analysts covering the network's election jamboree.

Seven Cameras Used

Emanating from two huge studios, and requiring seven television cameras, the Eastern TV show will be carried in New York, Philadelphia, Washington, Baltimore and Boston. Both AM and TV presentations will also feature Elmer Davis, Earl Godwin and others. The Midwest telecast, originating from Chicago, and featuring Baukhage, Tris Coffin and George Hicks, will also be carried in St. Louis, Detroit, Milwaukee, Toledo, Cleveland and Buffalo.

The entire radio network of NBC was purchased for election night news and tabulation by the Chevrolet Motors Division, General Motors Corp., Detroit. Comprehensive coverage, comparable to the NBC video presentation, will begin at 8 p.m., continue 'til outcome is known. Cost for the election night "package" was said to be slightly more than $100,000.

ELECTION broadcasts Nov. 2, in behalf of their national magazines, are discussed by Curtis Publishing Co. executives with agency and MBS officials at WIP Philadelphia, MBS affiliate. Conferring (seated, l to r) are E. H. Ulrich, Curtis public relations director; Arthur W. Kohler, Curtis vice president in charge of advertising; Walter D. Fuller, Curtis president; Jess Barnes, MBS vice president in charge of sales; Benjamin Allen, Curtis vice president in charge of circulation; standing, Henry Klein, BBDO vice president, and Ben Gimbel, WIP president.

In a tie-in between the DuMont Television Network and *Newsweek*, involving, apparently, no exchange of money, election night coverage will originate from WABD New York's Studio A, which will serve as clearing house for all news. Pick-ups will also be made from the Democratic headquarters in the Biltmore Hotel and the Roosevelt Hotel Republican headquarters, both New York. The coaxial cable from Washington will not be available to DuMont on election evening.

In addition, DuMont and *Newsweek* have produced three pre-election video shows, scheduled for the trio of Sundays preceding election Tuesday.

Continental Plans

Continental FM Network has about completed election coverage plans for more than a score of FM stations on its wire-air hookup. FM member stations having AM affiliates will be permitted to make the service available to them, according to Larry Carl, Continental program manager.

The Continental election service will be built around half-hour roundups, with musical interludes during which stations can give local results and sell local announcements.

Coverage will start at 8 p.m. election night and continue until a decision is reached. Special attention will be given senatorial contests. The WASH Washington newsroom will receive service from INS and Transradio Press and serve as network headquarters. WASH is Continental's key station.

Joe McCaffrey will direct the coverage, assisted by Paul Green. They handled Continental's coverage of the political conventions in Philadelphia last summer when the network carried the entire proceedings.

Time for Truman

DEMOCRATIC National Committee has purchased time on the full CBS and Mutual networks as well as the Midwest television network of ABC for a major campaign speech by President Truman tonight (Oct. 25), 9-9:30 p.m (CST). Emanating from Chicago Stadium the speech will be carried on all Chicago television stations, plus WSPD-TV Toledo, WBEN-TV Buffalo, WXYZ-TV Detroit, WEWS Cleveland, KSD-TV St. Louis, and WTMJ-TV Milwaukee.

Dewey on NBC, CBS

GOV. THOMAS E. DEWEY'S Presidential campaign address from Boston on Thursday, Oct. 28, 9-9:30 p.m., originally scheduled for NBC only, will also be carried on CBS. Time on CBS was purchased by the Dewey-Warren Clubs.

Cournand Sponsors TV

E. L. COURNAND Co., New York (Walco Tele-vue lens), on Oct. 21 started *Greatest Fights of The Century* on the DuMont Television Network, Sunday, 8-8:05 p.m. Program, film clips of jungle battles, is on WABD New York one Sunday, repeated the next Sunday on other DuMont outlets by Teletranscription. Series is also aired on NBC-TV network Fridays following Gillette's fight telecasts. Cayton Inc., New York, is the agency.

WIELDING a silver trowel, Wayne Coy (center), FCC chairman, sets the cornerstone for the transmitter building of WOIC (TV) Washington [BROADCASTING, Oct. 18]. Taking part are Theodore C. Streibert (l), president of WOR New York, which will own and operate the new station, and Eugene S. Thomas, WOIC general manager.

VIDEO MUSIC RIGHTS

ASCAP and BMI Terms Widely Differ

By BRUCE ROBERTSON

LAST WEEK as ASCAP reported assignments of video rights from members "snowstorming" into the society's headquarters, television broadcasters were comparing the short-term deal they might expect from ASCAP with BMI's offer of full video rights on exactly the same basis as BMI audio contracts.

When ASCAP has secured the signatures of writer and publisher members representing 80% of the 1947 distribution of royalties, it will be ready to offer the TV broadcasters blanket or per-program rates up to Dec. 31, 1950. Rates will cover the use of its music by instrumentalists, by vocal groups of not more than five members, or by a chorus not in costume whose singing is not accompanied by dialogue, dancing or scenery. Video use of dramatic-musical numbers, originally used in musical stage or motion picture performances, is limited to two numbers from the same work on the same broadcast.

If the singers are costumed and working before scenery appropriate to the song, or if a dancing routine or dialogue is used, such video performances cannot be covered by the general blanket or per-program license. They will be separately licensed by ASCAP at special rates.

One Program Stipulation

If one dramatic-musical number is used on a TV program under the broadcaster's general license, the broadcaster cannot get a special license to use a second number from the same work on that program; nor, if he uses one such number under a special license, can he use a second under his general contract with ASCAP.

ASCAP is not asking its members for any licensing rights for the video use of dramatic-musical numbers in the same way as they were used in their original production. Such rights are retained by the individual copyright owners and must be secured individually from them. The copyrights owners may also restrict the use of any musical numbers from television.

In contrast to these limited two-year licenses which television broadcasters will be able to get from ASCAP—provided ASCAP gets the licensing rights from enough members to make up the 80%-of-royalties minimum—BMI is offering full video rights for the full period of its sound broadcasting contracts, a period of more than ten years.

"From BMI's inception," Carl Haverlin, BMI president, said last week, "we have defined television as a form of radio broadcasting. Our contracts with writers and publishers on the one hand, and with our station and network members on the other, have always covered all broadcast uses of our music, whether by AM, FM or TV."

'Music Heard, Not Seen'

That means, Mr. Haverlin explained, that a television broadcaster may use BMI music on exactly the same basis as an AM or FM broadcaster. He will pay the same percentage of receipts from advertisers and be permitted the same deductions, with no distinctions between live talent, transcribed or film performances. "Music is heard, not seen," he stated, "and our position is that the right to perform music is an audible, not a visual right. We do not consider the use of costume, scenery or introductory dialogue as subject to special restriction."

BMI's position that there is no difference between live, transcribed or filmed performances, so far as musical rights for television are concerned, is an important one for TV broadcasters. Much of the program material is on film.

BMI holds that a video recording for delayed broadcast purposes (kinescopic recording) is the same as a transcription of a network program in sound broadcasting made for use by an affiliate station which cannot broadcast the program at the time of its network origination. In other words, BMI feels that such use should be regarded as a normal incident of the performing right the broadcaster gets in his license from BMI.

ASCAP makes no mention of any use of film for television in the lists of rights it is requesting its members to assign to the society for the purpose of licensing TV stations to use ASCAP music.

Video networks are now attempting to secure the right to use such television transcriptions in networking their programs from individual ASCAP members, largely through Harry Fox, agent and trustee for many major music publishing houses. Some publishers have granted these TV delayed broadcast rights without extra charge. Others have taken the stand that they are actually synchronization rights such as are granted to motion picture producers and should be paid for in addition to the live broadcast fees.

Parallel to AM

Arguing that no extra fee should be charged for television kinescopic transcriptions, the broadcasters point out: (1) These are the video analogue of the delayed broadcast recordings in sound broadcasting; (2) they are recordings made at the time of the live broadcast off a receiver tube and not motion pictures of the performers directly; (3) they are distributed only to stations which were affiliated with the network at the time of the live broadcast; (4) they are broadcast within a reasonable time, usually within a month of the live broadcast; (5) they are used once only by a station and destroyed after such use except for a file copy.

In the case of straight motion pictures, whether made for theatre or video use or both, each synchronization right for music is reserved by the individual copyright owner and is the subject of individual bargaining for rights. The broadcast rights to such filmed music are covered by the general BMI performance license and presumably that would be true for ASCAP licensees as well.

Television stories, on other pages, in this issue:

Ultrafax Debut	21
CAAB's Agenda to Feature Video	24
KRSC-TV Joins CBS Television Network	28
Video Production Reaches New High	28
High-Low TV—Zenith Hints High-Band Color, Too	29
Ruling on AT&T Intercity TV Policy to Precede Rates	34
New RCA Device Seen as Television Aid	34
NAB, TBA Units Meet Again on Video Plan	42
William D. Murdock Named WOIC (TV) Sales Head	60
Ohio News Editors Now Include Video	61
TV Writers' Scripts Sought by Chevrolet	61
NBC Transfers 11 Engineers to Chicago TV Outlet, WNBQ	63
Radio, TV Programs Help Mark 'Oil Progress Day'	71
Hollywood's TV Film Costs Too High—Fairbanks	76
WDSU TV-FM Opening Slated for Dec. 18	78
WCAU-TV Now Carrying 51 Accounts	79
Telenews Productions Reshuffles Personnel	84

For television personnel changes, programs, etc., see various notes departments in this issue

KINESCOPE 'FIGHT'

Legal Mixups Brewing

By FLORENCE SMALL

A DISPUTE which may lead to knotty legal entanglements was brewing last week over ownership of rights to kinescopic recordings of dramatic shows on television. Those involved are television broadcasters, motion picture companies, agencies and advertisers.

As yet none of the parties has taken action which could precipitate immediate resolution of the issue. But in several instances plays which advertisers had scheduled for telecast by kinescopic recordings were abandoned because of inability to clear the rights with film studios.

Subjects of the controversy are plays to which film companies own motion picture rights.

The kinescope process entails recording of a live program off a television kinescope tube onto film for re-telecast on stations not connected by relay or coxial cable. Interpreting this as an "on-the-film" process, many motion picture producers have maintained that, since they own all picture rights to the plays, the products of kinescoping should also fall within their compass.

Says It's Same as ET

Networks, advertising agencies and advertisers, however, maintain that the kinescope process is similar to radio's electrically transcribed repeat programs and the network should have the kinescope right as a part of the live telecasting right. In addition, networks point out that contracts made between playwrights and the film companies for their plays do not specifically mention the terms "kinescope rights" or "television transcription." Therefore technically the "on-film" rights may not include "off-the-tube" or kinescope control.

Plays written and contracted by motion picture companies before 1930 do not have the "on-film" clause and thus are easily cleared for both live and kinescopic rights directly from the author. But those contracts for plays written after 1930 carry a 5-, 15- or 28-year clause reserving the rights of performance to the producer. No contract is uniform and the length of performing rights differ.

Chiefly affected potentially by the kinescope controversy are such dramatic shows as *Philco Television Playhouse, Ford Theatre, Kraft Television Theatre, Chevrolet Dealers Playhouse*, which normally would draw to a con-

(*Continued on page 66*)

House Unit Gives WIPR Probe Plans

Three-Man Group Leaves U. S. To Examine P. R. Grant

THREE staff investigators of the House Select Committee to Investigate the FCC left last Wednesday for Puerto Rico to probe complaints of private broadcasters on the island over the grant of a commercial station to the insular government [BROADCASTING, Oct. 18].

Group includes Frank T. Bow, general counsel of the committee, Oscar Hume and Thomas Simpson, committee investigators. An informal reception for the trio was planned for last Friday by government officials and executives of radio outlets on the island.

Mr. Bow, in anouncing plans to conduct an on-the-scene probe, had indicated that it would probably be seven to ten days' duration. An "overall investigation" was contemplated but heaviest attention will be given to the 15-month-old grant of a construction permit to WIPR, 10-kw commercial station on 940 kc in Puerto Rico, Mr. Bow said.

Private broadcasters have contended that the grant jeopardizes their operations. Their complaints were carried to the five-man committee during a recent Washington visit by Thomas Muniz, president of the Puerto Rico Broadcasters Assn. [BROADCASTING, Sept. 27]. Lack of organization, they maintain, prevented them from registering their complaints with the FCC at the time of the grant. WIPR officials claim the private operators were fully aware of FCC proceedings and knew the commercial character of the station when it was proposed.

The Committee, headed by Rep. Forest A. Harness (R-Ind.), is currently investigating other phases of FCC administration, preparatory to opening mid-November hearings [BROADCASTING, Oct. 18]. Hearings have previously been held by the Select Committe on the FCC's Port Huron decision on political broadcasts, and the Scott case dealing with atheists' rights to equal radio time.

'Studio One' on TV

CBS on Nov. 7 is starting a new network-built television series, *Studio* One, which will resemble the network's sound broadcasts under the same title. The series will present dramatic adaptations of famous novels, short stories and plays and will be broadcast twice monthly on the Sunday evening 7:30-8:30 period occupied once a month by the *Ford Theatre* video program. First of the TV *Studio One* programs will star Margaret Sullavan in "The Storm," taken from a short story in *Good Housekeeping*. Worthington C. Miner, manager of CBS television program development, will adapt and direct the program.

SPONSORSHIP OF CBS' "Stars Over Hollywood", 1-1:30 p.m. Saturdays, by Armour and Co., Chicago, for Dash Dog Food is agreed to by George W. Munro (center), manager, Armour's canned food division. Witnessing completion of negotiations are (l to r) J. C. Armstrong, director, canned food advertising; D. B. Hause, Armour advertising manager; H. D. Morris, dog food sales manager; Harry Dieter, manager, ralio department, Foote, Cone and Belding, Chicago, and Dudley Faust, CBS account executive.

RMA PLAN

Wins Applause Of Military

A PLAN developed by the Radio Mfrs. Assn. for the rapid conversion of the electronics industry to emergency production, last week won the applause of the National Military Establishment.

Charges that such an emergency transition were being jeopardized by "speculative hazards," were contained in the plan submitted by the RMA's Industry Mobilization Policy Committee a fortnight ago [BROADCASTING, Oct. 18].

The remedy prescribed by the RMA committee, headed by Fred R. Lack, Western Electric Co., was a "leader" type of operation, such as was used in shipbuilding and some phases of electronics in World War II and featured a fully-coordinated participation by the industry as a whole.

Maj. Gen. P. W. Timberlake of the Air Force, director of the military requirements and facilities division of the Munitions Board, praised the plan last week in a letter to Mr. Lack.

Gen. Timberlake revealed that the plan would be studied and submitted to the Munitions Board's Committee on Communications and Electronics. This committee, he said, would then pass the plan on for coordination among the three services.

"The plan, in itself," Gen. Timberlake wrote, "seems sound, clear, concise and it reflects good judgment in the planning by the committee."

A study of the plan will be made by the military in the hopes that a comprehensive mobilization plan will result, Gen. Timberlake declared.

Designed as a program to spread the military load throughout the entire electronics industry, the plan was offered to the Munitions Board as a model for all American industries.

In its plan the RMA committee pointed to the present competitive bidding as the weak spot in the system being used by the military. Only a small portion of the industry, the committee said, is now engaged in government work, despite the sharp increase in military requirements.

It was suggested in the plan that an adequate military department could be supported by "backbone" companies if they had a minimum of 25% of current billings of military work, at a reasonable profit. Where a special department could not be justified by a 25% minimum, a subcontractor relationship with prime contractors could be established.

Outline of Plan

Framework of the RMA plan was supplied by a program prepared last spring by W. A. MacDonald, of the Hazeltine Electronics Corp. Under the "leader" type operation, a four-man committee with one civilian and three service members would be established and would act on recommendations of an industry advisory committee. Leader companies would teach personnel of other companies and, with subcontracts, make those companies part of the overall operation.

Military proposals opposed by the RMA are allocation of productive capacity among the three military agencies, letting of contingent contracts and assignment of a military procurement planning officer to each producer.

Mobilization planning was also the subject of a special closed session between Arthur M. Hill, chairman of the National Security Resources Board, and a group of top industrialists in Washington last Friday.

The industrial group consisted of members of the National Industrial Conference Board's advisory council, headed by A. W. Robertson, chairman of Westinghouse Electric Corp.

Video Production Reaches New High

RMA Latest Figures Also Show AM-FM Over One Million

PRODUCTION of TV sets neared the half-million mark for 1948 as AM-FM output topped a million, according to Radio Mfrs. Assn., representing 90% of the industry.

Total set production for September (a five-week working month) was 1,280,446 units, bringing the year's overall figure to 11,644,300, according to RMA. This is expected to bring the total 1948 production to 15,000,000 sets.

TV production in September totaled 88,195 sets, an alltime record, or 209,237 for the third quarter and 488,133 for the nine months of 1948. Total TV output since the war has reached 673,180 sets. August TV output was 64,953 sets.

AM-FM sets totaled 171,753 for September, an alltime record, with 357,620 sets turned out in the third quarter and 1,052,933 since Jan. 1.

Production of AM models totaled 1,020,498 in September, 2,898,881 in the third quarter and 8,342,684 since Jan. 1.

KRSC - TV JOINS CBS TELEVISION NETWORK

KRSC-TV Seattle last week joined the CBS video network.

The signing of a primary affiliation contract gives CBS-TV affiliates in 15 major cities. Contract was signed by Palmer K. Leberman, president of Radio Sales Corp., Seattle, station owner, and William A. Schudt Jr., CBS director of station relations.

Telecast debut is set for late November or early December. KRSC-TV has been assigned Channel 5.

* * *

Mr. Leberman (l) and Mr. Schudt

HIGH-LOW TV

Zenith Hints High Band Color, Too

By LARRY CHRISTOPHER

COMPLETE LINE of new television receivers—which can receive both present "low band" 54-216 mc television and "high band" 475-890 mc TV yet to be assigned—will be announced by Zenith Radio Corp. next month. Unveiling will take place at Zenith's annual distributors' meeting Nov. 18-19 in Chicago.

At that time the new sets will begin to flow to distributors and will be available for sale to the public at prices competitive with present low band sets, a Zenith spokesman said last Thursday. Details of the accompanying advertising and promotion campaign still are being worked out.

Some facts on the readiness of the new receiver were divulged last week. It was learned that one of the sets had been installed in the home of FCC Chairman Wayne Coy. Also Zenith President Eugene F. McDonald Jr. reaffirmed testimony of J. E. Brown, Zenith assistant vice president and chief engineer, presented during FCC's hearing on utilization of the high band frequencies for commercial operation. Mr. Brown told the Commission his firm was developing and had in production a line of receivers which "can be made to operate" in both low and high bands [BROADCASTING, Sept. 27].

Simple Tuning Component

It is understood the new receiver incorporates a simplified and economical tuner component which will allow selection of 12 channels within either or both band groups. It will not, however, provide for full tuning of all frequency channels in the high and low bands at one time. Provision has also been made for adaption of Zenith's proposed Phonevision system of subscription telephone television.

Indications are that the high band circuit is engineered for 6 mc channels with scanning, phase and other standards comparable to the characteristics of the present low band system. Zenith spokesmen have hinted that a high band circuit might be devised to reproduce 6 mc color transmissions in black-and-white, depending on the standards ultimately adopted for color.

In the Commission's hearing on the potentialities of high band commercial television operation, Zenith recommended designation of 6 mc channels in the 475-890 mc band; designation of standards "which are identical" to those in the low band, and provision for some color operation so that telecasters might choose between color and monochrome transmissions. Zenith pointed out that this would be the only logical way the Commission "can be assured that the 475-890 mc band . . . will be actively developed immediately for television."

Upon inquiry by BROADCASTING as to what would result should FCC decide upon high band standards not comparable to present low band standards—and logically assuming the comparable characteristics are incorporated in the new set's high band circuit—a Zenith spokesman pointed out that even converters then could not be made to work with existing low band sets for reception of the new stations. It was indicated the Commission would thus completely make obsolete all existing sets as far as any high band reception is concerned.

The spokesman would not commit himself specifically on the characteristics of the high band circuit but did not deny the logical assumptions to be drawn from the Zenith recommendations to the Commission. The Zenith official declined any comment on whether the high band circuit employed a new simplified design. Neither did he commit himself on the reception of color transmission as monochrome or color. He said all the facts will be made public at the November meeting of distributors.

The Zenith official stated the new receiver is being produced in a number of models, from table to console, and the price would be "competitive" to the comparable range of present day low band sets.

November Meeting

Another Zenith representative said that none of the new sets would be shipped to distributors before the November meeting and indicated that no large number of receivers would be sent out by the end of the year. He said consumer advertising would not begin until after the November distributors' meeting.

Regarding what Zenith might have to pay in its advertising about the new set and the current high band television situation, the spokesman said, "We do not want to in any way embarrass the FCC or embarrass the industry" and pointed out that Zenith has made no statements about the new sets aside from the testimony of Mr. Brown before FCC.

The official said he believed there were no new high band sets farmed out yet, other than the one which has been installed in Chairman Coy's home in Washington.

When asked about this set and how it might be picking up the NBC experimental transmissions on 510 mc and 810 mc of the network's WNBW (TV) Washington, Chairman Coy declined comment.

'I Have a Receiver'

A fortnight ago during oral argument on the allocation of the mobile and fixed services, Chairman Coy said, "They keep telling us how long it will take to get the equipment. . . . I am having a receiver installed in my home the end of this week or early next week to receive television in that [450-460 mc] band. Not a converter."

The point was brought out in a discussion with CBS Counsel James H. Neu on the amount of time required to develop equipment for remote broadcasting in the 450-460 mc band.

Notice of the new Zenith sets was given pointedly by Mr. Brown during his testimony before FCC on the high band issue. He told the Commission:

We have been engaged in research and development on television receivers both for color and black and white television in the 475-890 mc band for some years. We have found it entirely practical to build receivers for this band both for color and for black and white transmission. We have designed and are now producing for sale to the public, television receivers which can be made to operate both in the 54-216 mc band and the 475-890 mc band. These receivers are strictly competitive in price with the television receivers on today's market.

For these reasons we have no hesitancy in saying that black and white receivers for the 475-890 mc band are entirely practical and their design

(*Continued on page 67*)

IN RECOGNITION of 20th anniversary of his election as NAB president, William S. Hedges (r), NBC vice president, was made honorary chairman of NAB Public Relations Executive Committee at Thursday meeting. He is holding NAB's public relations anvil award as Frank King, committee chairman, offers congratulations.

$29.95 FM

'Conqueror' Introduced By Emerson Radio

THE advent of true "FM for the masses" took a big step toward reality last week when the Emerson Radio & Phonograph Corp. introduced its "Conqueror."

The new set answers the contention of industry leaders that the high cost of receivers has been the detaining factor in making FM a "people's radio." Although manufacturers throughout the country have been making a constant effort to improve the quality and decrease the price of their FM sets, the introduction of the "Conqueror," priced at $29.95, retail, has probably led the way in offering a complete, low-priced FM set. Emerson officials state that the set is genuine FM, not a makeshift or "superregen" FM receiver.

Model Described

The "Conqueror," Model 602, is housed in an acoustically constructed cabinet. This cabinet features a new application of maroon plastic in combination with a new style translucent gold-backed slide-rule dial, integrated control knobs and three dimensional grille. The complete FM band is covered with an improved superheterodyne circuit which incorporates advanced Emerson electronic engineering features for AC or DC operation. An internal FM powerline antenna is included to eliminate the necessity of an external antenna for local reception. Provision has been made for connection of an external FM antenna if desired.

Emerson radio distributors are slated to receive the sets on an allocation basis which will continue for months to come, company officials feel, because of the expected demand for an FM set of this type and price range.

The company's magazine and newspaper advertising is scheduled in *The Saturday Evening Post*, *Collier's*, *Look* and other national magazines, including several two-page ads to appear in leading trade publications. Other national media, as well as a long list of local publications, will give a strong play to the set.

"Until the advent of the Emerson 'Conqueror' the cost of real FM receivers has been beyond the reach of millions of people who want frequency modulation reception, but who have been waiting for a good set at a more reasonable price," Charles Robbins, Emerson radio sales manager, explained. "This fact has kept the FM audiences at low numbers in most sections. A canvass of FM station owners indicates that they will welcome the Emerson 'Conqueror' with open arms and will go all out to help promote its sale. Many of them have offered to announce the "Conqueror' over the air and we are providing them with radio scripts for that purpose. Others have agreed to advertise the 'Conqueror' in their local newspapers."

Mr. Robbins points out that more than 650 FM stations are in operation throughout the country and further progress depends upon the availability of a popular-priced, real FM receiver.

PRESENT at a meeting Oct. 14 of the NAB's subcommittee on magnetic recording, which set dimensional standards for broadcast use of magnetic tape, were (seated, l to r): R. H. Ranger, president of Rangertone Inc., Newark (in whose offices the meeting was held); Dr. S. J. Begun, Brush Development Co., subcommittee chairman; Dr. D. G. C. Hare, Fairchild Recording Equipment Corp.; W. E. Stewart, RCA; Neal McNaughten, NAB; standing, Dr. W. W. Wetzel, Minnesota Mining & Manufacturing Corp., and Price Fish, CBS. (Also see story page 68.)

High Court Denies WADC Review Plea

FCC Decision on Lack of Local Programming Tacitly Upheld

FCC'S RIGHT to refuse to license an applicant who proposes to carry a complete daily network program schedule was tacitly upheld by the U. S. Supreme Court last week.

The Court refused to review the case in which, for that reason, the Commission denied WADC Akron's application for 1220 kc with 50 kw in lieu of its present 1350 kc with 5 kw [BROADCASTING, May 26, 1947].

With WADC claiming FCC's action involved censorship, the case has been widely regarded as a test of the Commission's famed Blue Book program principles. FCC, however, contended the question was not one of censorship but of a licensee's right to delegate to other persons "the entire responsibility for the daily operation" of the station [BROADCASTING, Aug. 23, Oct. 4]. The U. S. Court of Appeals for the District of Columbia upheld FCC last May [BROADCASTING, May 31].

FCC Decision in Effect

Though not strictly an affirmance of FCC's decision, the Supreme Court's refusal to review the case leaves the Commission decision in effect. According to its custom, the Court assigned no reasons for its refusal. The Commission had claimed its own decision was merely an application of its Network Regulations, which the Court previously had upheld.

The court's action presumably removes the last threat to the grant for 50 kw on 1220 kc, which WGAR Cleveland won at the same time WADC's application was denied.

The two applications originally were considered on a comparative basis. But in its final decision FCC denied WADC's without regard to WGAR's, which it then granted. WGAR has been operating with 50 kw for more than a year.

WADC, owned by Allen T. Simmons and represented in the FCC and court cases by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, proposed to carry the complete CBS program scheduled without exception if its 50 kw application were granted. WGAR, one of the G. A. Richards stations, is represented by Louis G. Caldwell, Donald C. Beelar and Percy H. Russell Jr., Washington attorneys. Both WGAR and WADC are affiliated with CBS.

CBS, MCA NEAR DEAL WITH BOXING OUTFIT

ACQUISITION by CBS and Music Corp. of America of an interest in the Tournament of Champions, a boxing promotion company which has lately been challenging the more venerable 20th Century Sporting Club for dominance of the eastern fight scene, is expected to be completed this week.

Although CBS was officially refusing comment, it was understood that Lawrence W. Lowman, CBS vice president, would represent the network in the boxing combine which will emerge from the CBS-MCA-Tournament of Champions negotiations.

George Kletz, present majority owner of Tournament of Champions, will retain an interest in the new organization, and MCA also will be represented by an as yet unidentified executive.

All parties were silent as to the nature of the operations intended by the new organization, but it was clear that not only ordinary televising of fights promoted by Tournament of Champions was involved but also the distribution of telecast fights to theatres.

Coy at NCAB

FCC CHAIRMAN Wayne Coy will address a dinner meeting of the North Carolina Assn. of Broadcasters tonight (Monday) at Southern Pines, N. C. The meeting is a part of the association's fall sessions, being held today and Tuesday. NCAB is headed by Harold Essex, vice president and general manager of WSJS Winston-Salem.

WTOP, KQW

FCC Grants Approval For CBS Deal

THE $1,280,000-plus transactions by which CBS sells 55% of its WTOP Washington to the *Washington Post* and acquires full ownership of KQW San Francisco were given FCC approval last Wednesday [CLOSED CIRCUIT, Oct. 4].

Consummation of both transfers hinges on the *Post's* disposition of its 250 w WINX Washington and WINX-FM, for which the Commission allowed 120 days instead of the customary 30. Before CBS takes over KQW it must have transferred WTOP; this cannot be accomplished until the *Post* relinquishes WINX.

Several prospective bidders for WINX have approached the *Post* since its plans to acquire controlling interest in WTOP were revealed along with the CBS-KQW transaction last spring [BROADCASTING, May 24], but no formal negotiations have been reported. Asking price is understood to be around $300,000. *Post* Owner Eugene Meyer acquired WINX in 1943 for $500,000, then a record price for a local station.

The WTOP license (1500 kc, 50 kw) and conditional grant for WTOP-FM will be assigned to a new corporation, WTOP Inc., in which the *Post* owns 55% and CBS 45%. But under a voting trust agreement the CBS stock as well as the newspaper's will be voted by *Post* Publisher Philip L. Graham. For its 55% interest the *Post* pays $855,470 cash.

In the KQW transaction the network, which already owned 45% of the station and its associated FM operation, acquires the remaining 55% from Ralph R., Mott Q., and Dorothy M. Brunton for $425,000 plus 55% of net quick assets at settlement in addition to whichever of the following is less: $66,000, or 55% of capital expenditures since May 24 on change in frequency or installation of new facilities. KQW is on 740 kc with 5 kw but, since the sales contract was signed, has won a grant for 560 kc with 5 kw [BROADCASTING, Aug. 23].

CBS acquired its initial 45% interest in KQW from the Bruntons several months ago for $300,000.

Meanwhile last week the Commission also took action in 12 other transfer cases, including $272,000 sale of KSDJ San Diego, Calif., by Clinton D. McKinnon to Charles E. Salik. [Other cases are listed at right.]

John S. Hayes, general manager of WINX, is slated to take over the WTOP managerial post when the transfer is consummated. CBS will retain network news department facilities at WTOP and the station and network will interchange services and facilities for news, special events and other programs. CBS also agreed to complete installation of WTOP-FM, at a cost not to exceed $200,000, when the permit is issued.

The new *Post*-CBS firm, WTOP Inc., also plans to apply for a Washington television station.

It is expected that Arthur Hull Hayes, general manager of WCBS New York, will become network vice president in charge of San Francisco operations when CBS takes over KQW, and that Richard Swift, now assistant manager of WCBS, will become manager of the New York key [CLOSED CIRCUIT, Aug. 9].

WINX is on 1340 kc with 250 w fulltime and operates two 250 w boosters.

Post officials said negotiations for sale of the station are being handled by Smith Davis Corp.

FCC Chairman Wayne Coy, former radio director of the *Post*, did not participate in the Commission's action on either WTOP or KQW. Comr. Robert F. Jones did not vote on the WTOP case.

Details of the other transfers:

KSDJ San Diego, Calif.—Granted voluntary assignment of license from Clinton D. McKinnon to Charles E. Salik for $272,000 [BROADCASTING, July 12]. Mr. Salik is son of David Salik, San Antonio clothing manufacturer and is former Armed Forces Radio Service officer. He will be president and general manager of KSDJ, which is assigned 1 kw night, 5 kw day on 1170 kc.

WTNB and WTNB-FM Birmingham, Ala.—Granted assignment of license for AM and permit for FM from Thomas N. Beach, individual, to Radio Station WTNB, partnership composed of Mr. Beach and Roy M. Hofheinz. Latter acquires 49% interest for $29,400 [BROADCASTING, Aug. 16]. Mr. Hofheinz is 75% owner of KTHT Houston and is permittee of KSOX Harlingen, Tex. WTNB is assigned 1 kw night, 5 kw day on 850 kc.

WNNC Newton, N. C.—Granted assignment of license from copartnership composed of Earl Holder, Roy Leinbach Jr. and Charles C. Turner to new partnership of Messrs. Holder and Turner. Mr. Leinbach sells his one-third interest for $4,500 to Mr. Turner. WNNC is assigned 250 w on 1230 kc.

WOOD Grand Rapid, Mich.—Granted relinquishment of negative control by WFBM Inc. through sale of 30 of its 125 shares (50%) for $3,000 to Arthur R. Treanor. WFBM Inc., licensee of WFBM Indianapolis, and Mr. Treanor each own 50% of WFDF Flint. WOOD is assigned 5 kw on 1300 kc.

WLBK DeKalb, Ill.—Granted assignment of license from present partnership to new corporation in which one of the assignor partners, Theodore A. Lanes, will hold 52% and balance will be held by newcomers. Consideration is $41,000.

KAVR Havre, Mont.; KPUG Bellingham, Wash., and KSEM Moses Lake, Wash.—Granted assignments of license and permits from partnerships of same four individuals to new corporations composed of all the same individuals except one. Edward Jansen sells his holdings in the three stations for total of $43,500 to Jessica Longston who becomes majority owner. Consideration is investment value. KAVR—Assigned to KAVR Inc. with Jessica Longston, 51% owner, acquiring 20% Jansen holding. C. V. Zaser and Berenice Brownlow retain 25% and 4% respectively. KPUG—Assigned to KPUG Inc. with Jessica Longston, 25% owner, acquiring 25% Jansen holding. Other two individuals retain 25% each. KSEM—Assigned to KSEM Inc. with Jessica Longston, 43.5% owner, acquiring 43.5% Jansen holding. C. V. Zaser retains 9% and Berenice Brownlow 4%. Facilities assigned stations: KAVR 1240 kc, 250 w; KPUG 1170 kc, 1 kw; KSEM 1450 kc, 250 w.

WCMB Lemoyne, Pa.—Granted transfer of control from Samuel W. Fogel-

(Continued on page 65)

The Pay-off

What's the big thing about the organ-grinding business? It's the pay-off, and it comes when the monkey collects the money from the audience.

Not so very different from radio advertising, is it? The pay-off is what counts!

Here in Baltimore, the nation's sixth largest market, there's one station that consistently pays off with more listeners-per-dollar than any other station in town. It's W-I-T-H, the BIG independent with the BIG audience that really delivers for its advertisers.

W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area. So if you aren't using W-I-T-H in Baltimore, call in your Headley-Reed man today and get the full story.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

ABC-TV's Chicago station

Lou Holtz

Jerry Colonna

ABC *SETS FAST*

Ginny Simms

Paul Whiteman

"Aunt Fanny" and Don McNeill

A SMASH HIT IN CHICAGO!

"WENR-TV put on a great show," raved the Chicago Sunday Times. "*Jampacked with outstanding entertainment*," said the Chicago Sunday Tribune. A great cast—including Victor Borge, Lou Holtz, Jerry Colonna, Don McNeill and the Breakfast Club gang, Ginny Simms, Paul Whiteman, Ladies Be Seated, Candid Microphone and Hollywood Screen Test—put on a whale of an inaugural show. The audience, believe it or not, was *five times greater than all other Chicago television stations combined* (and against the competition of baseball and pro football, at that!)

ABC's television center in Detroit

Grace and Paul Hartman

Frances Langford

A WOW IN DETROIT!

Another opening night that made television history! It was WXYZ-TV's première in the Motor City . . . a World Series game, two football games, and an all-star variety show featuring Frances Langford, Paul Whiteman, the Hartmans, Georgie Price and other headliners. WXYZ-TV's antenna, high atop the Maccabees Building, gave great reception for the opening program— assures Detroit continuing fine television.

T PACE IN NETWORK TELEVISION

ABC WAS THE FIRST to put network television on the air in the Mid-West. Already connected are ABC stations WENR-TV, Chicago; WXYZ-TV, Detroit; WEWS, Cleveland; WTMJ-TV, Milwaukee; WBEN-TV, Buffalo; WSPD-TV, Toledo.
ABC's Eastern regional network has been telecasting for some time:

WJZ-TV *New York* • WNAC-TV *Boston* • WFIL-TV *Philadelphia*
WAAM *Baltimore* • WMAL-TV *Washington*

By the end of '48, the Mid-West and Eastern networks will be linked! *And on the West Coast*, another great ABC regional network will go on the air soon. KECA-TV, Los Angeles; KGO-TV, San Francisco; and KFMB-TV, San Diego, should all be telecasting this year. Completing the current ABC line-up, WBAP-TV, Ft. Worth, is now on the air.

Coming Soon: WAVE-TV, Louisville; WTCN-TV, Minneapolis; WDSU-TV, New Orleans; WSEE, St. Petersburg-Tampa; WAGE-TV, Syracuse, and many other leading cities. ABC-TV is rapidly spanning the nation . . . from border to border, from coast to coast. When *you* look into television, be sure to take a *good look* at ABC-TV!

Victor Borge

ABC-TV

The Living Image of America
American Broadcasting Company

AVCO RULE END?

FCBA Recommends Abolition

ABOLITION of FCC's Avco Rule requiring advertisement for competitive bids in station sales was recommended to the Commission last week by the Federal Communications Bar Assn.

The FCBA Executive Committee approved and transmitted to FCC a report of the Practice & Procedure Committee declaring the rule apparently has not fulfilled its purpose and that the delays occasioned by the procedure give licensees "considerable difficulty from a business standpoint."

For some time reports have circulated that FCC is considering abandoning the public-bidding phase of the rule but requiring local advertising not only of proposed sales but of new-station applications [CLOSED CIRCUIT, Oct. 11].

The rule as it now stands requires that transfer applications be advertised locally and sets aside a 60-day period in which would-be purchasers may file competing bids "on the same terms and conditions" as the purchaser named in the application.

Text of the Practice & Procedure Committee's report:

At the present time Sec. 1.321 of the Commission's Rules and Regulations provides for "competitive bidding" on transfer applications and the advertisement of such transfers during a 60-day period following the filing of the application.

During the past two years that this system has been in effect, relatively few competitive applications have been filed. Accordingly, it appears that the original purpose of the Avco procedure has not been fulfilled. Moreover, where the transferor does not wish to sell to the competitive applicant despite the Commission's decision favoring it, it appears that the Avco procedure is futile.

Finally, as a result of the Avco procedure and the consequent delay during the initial waiting period of 60 days subsequent to the filing of the application, broadcast licensees encounter considerable difficulty from a business standpoint. Station personnel are left in a state of uncertainty regarding their ultimate employment by the prospective purchaser and advertisers are similarly uncertain regarding the continuance of the management with whom they have been dealing.

For the foregoing reasons, the Committee on Practice & Procedure unanimously recommendes that the FCC Bar Assn. request the Commission to abolish the provisions of Sec. 1.321 [Avco Rule].

The Practice & Procedure Committee is composed of Leonard H. Marks, chairman; David Tolman, Philip Bergson, and Ralph Walker.

Ruling on AT&T To Precede Rates

Philco, DuMont Say Intercity Policy Threatens Video

FCC RULED last week that it will pass upon American Telephone & Telegraph's intercity television interconnection policy before it decides whether the network video rates of AT&T and Western Union are reasonable and lawful.

The ruling was on a motion of Philco Corp. and Allen B. DuMont Labs., which claimed the policy is "a very serious threat to the whole television broadcasting industry" [BROADCASTING, Oct. 4]. Under the policy AT&T will not connect its own intercity facilities with those of others except to cover areas where it has no facilities of its own.

Western Union counsel orally supported the motion but AT&T attorneys argued that the interconnection issue cannot be decided without regard to the other issues.

FCC's hearing on the rates of the two companies already has consumed two weeks [BROADCASTING, Oct. 4, Oct. 11]. It resumes Nov. 3. Authorities estimated approximately one more week would be needed to complete the phase dealing with interconnection.

Ruling on the Philco-DuMont motion, FCC ordered Hearing Examiner J. Fred Johnson to "proceed forthwith to complete the taking of evidence with respect to the matter of the regulations of the AT&T and the Western Union Telgraph Co. applicable to the interconnection of their television transmission facilities with those of others." Then, FCC said, the record on interconnection will be closed and certified to the Commission for decision.

Subsequent procedure has not been determined. It was considered likely that the hearing on rates will await the decision on interconnection.

NEW DEVICE BY RCA SEEN AS VIDEO AID

A NEW RCA technical development which, it is hoped, will give added realism to television, motion pictures and still photography was described to members of the American Optical Society in Detroit, Oct. 23.

The innovation is described as "a new method of measuring contrast characteristics of both optical and electrical lenses." It was developed by Otto H. Schade, advance development engineer of the RCA tube department.

It is said to employ a television pick-up and reproduction system providing the television, optical, and photographic industries with "the first known practical method of analyzing and rating the ability of various types of lenses to show picture detail."

We've Really Got Something To

HOWL ABOUT

WBBC . . . . TEN MONTHS OLD

WE'VE CHANGED THE AREA LISTENING HABIT

2ND IN ONLY **10** MONTHS

FLINT, MICHIGAN'S

MOST PROGRESSIVE RADIO STATION

SEE THE REPORT FROM C. E. HOOPER, INC.

"HOOPER" STATION LISTENING INDEX

FLINT, MICHIGAN

SUMMER 1948

WE'VE BEEN DOING A STRONG PROMOTION JOB LOCALLY AND MERCHANDISING IN A MANNER THAT'S GOT ALL FLINT AREA TALKING

WBBC

1000 WATTS, UNLIMITED • NO STATION MORE POWERFUL IN FLINT

WE'RE GOING PLACES WITH MUTUAL

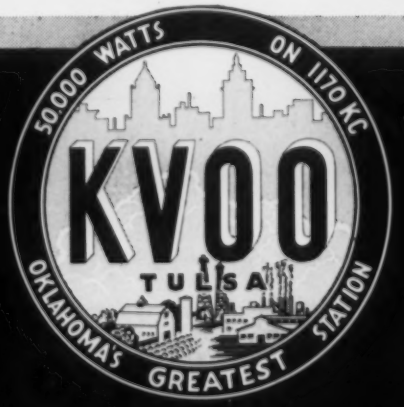
ASK YOUR FORJOE REPRESENTATIVE

THE *Magic* CIRCLE

All America is becoming increasingly aware of the MAGIC CIRCLE. A recent article in Fortune Magazine discusses this favored section of a favored land. Other discussion in executive offices across the nation pave the way for new factories, new business and new opportunities of many kinds for this great area! Mr. Roger Babson who defined the "Magic Circle", as here shown, declares that in this part of America lies the nation's greatest future development and security!

Tremendous development is in urgent process today! Markets are expanding, people are earning more money than ever before *and* they are *buying!*

Tell them about *your* products and tell them quickly, effectively and at lowest per listener cost over KVOO, Oklahoma's Greatest Station!



EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

NBC AFFILIATE — UNLIMITED TIME

ACCOMPANIED by party violinist, Eddie Cantor's 18th radio birthday is melodiously marked by this quartet (l to r): Irv Staundinger, Warwick & Legler account executive; Mr. Cantor; Nate Perlstein, Pabst Sales Co. advertising director; Lewis S. Frost, assistant to NBC Western Division v. p.

THE HARMONICATS swing out with James C. Petrillo (r), AFM president, as Mr. Petrillo accepts the famed trio into the union. A long controversy over the legitimacy of a harmonica as a musical instrument had barred the team from union membership. Harmonicats are (l to r) Don Les, Jerry Murad and Al Fiore.

PREPARING for premiere of the Prudential Insurance Co. of America's new show, "The Family Hour of Stars" (CBS, Sundays), are (l to r) Carrol M. Shanks, Prudential Insurance Co. president; Clarence Goshorn, Benton & Bowles president; Gregory Peck; Ginger Rogers, Jack Johnstone, director.

Dr. LEE DE FOREST (r), vacuum tube inventor, inspects one of his old hand-blown tubes with U. of Wisconsin President E. B. Fred. Dr. De Forest spoke at Second Annual U. of Wisconsin Radio Executives' Conference at Madison.

Radiorama

FULL NBC facilities for "Fibber McGee and Molly" are discussed by (l to r) W. H. Ohle, Needham, Louis & Brorby v. p.; W. N. Connolly, advertising manager S. C. Johnson & Son, sponsor, and Rudi Neubauer and Paul McCluer, NBC.

WALLACE BRAZEAL (center), vice president of KHQ Spokane, Wash., was more than happy when he took this seven-pound Dolly Varden trout from Lake Pend Oreille, Idaho. On hand to congratulate him are Joe Bates Jr. (l), nationally-known fishing authority, and Jennings Pearce, manager of station relations for NBC Hollywood.

OVERALL sales plan for new 24-hour schedule of KMOX St. Louis is discussed by Gil Johnston (r) who returns to KMOX from CBS Radio Sales, Chicago, as national sales manager and P. S. Anderson, new local sales manager.

RITA HAYWORTH, first of a series of "Stars of the Week" to be heard on Thursday NBC "Chesterfield Supper Club," is shown with Winsor Watson, Newell-Emmett public relations man on the Liggett & Myers account. Contestants attempt to identify the voice for a $500 Bond.

EVERYONE is happy as Edward Lamb (r), publisher of "The Erie (Pa.) Dispatch" and permittee of WICU (TV) Erie, joins in the conversation with Gov. and Mrs. Dewey. Meeting took place when the Presidential nominee visited Erie on his campaign tour.

ATTENDING the CBS affiliates meeting in Dallas, Oct. 11-12, are (l to r) Clyde Rembert, general manager, KRLD Dallas; Kenyon Brown, president-general manager, KWFT Wichita Falls; John Karol, CBS sales manager; Joseph Ream, executive v. p., CBS; H. V. Akerberg, CBS v. p. in charge of station relations, and William Lodge, CBS v. p.

HOFFMAN Radio Corp. sports series on KFI-TV Los Angeles prompts huddle by (l to r): H. Leslie Hoffman, sponsor president; Andy Carpenter, Dan B. Miner Co. account executive; Hilly Sanen, agency radio and television director; Don Larson, Hoffman advertising director.

COMICS ON PARADE... mimic-comedian Danny Webb reads the funnies five nights a week.

PIXIE PLAYTIME... pert puppet Peter W. Pixie in a bright children's show... three nights a week.

For TV selectivity

...check channel 11 first!...With the widest range of television programs...best coverage of news, special events, sports... drama, beauty, homemaking...children's shows, religion for all creeds, public service...WPIX offers enough video variety to attract the attention of any viewer—or advertiser!...can make more sales, create conversation among customers, build better business in a new major market well worth the effort now...and from now on!

Get data, details and costs on programs available for sponsorship or syndication!... just write or phone WPIX, 220 E. 42nd St., New York 17...or WPIX representatives out of New York City, Free & Peters, 444 Madison Ave., New York 22.

WPIX

NEW YORK CITY • CHANNEL 11

On All Accounts

(*Continued from page 18*)

on CBS. In addition the firm has sponsored several television shows, most recent of which was one featuring Al Schacht before the Giants baseball games on WNBT (TV) New York.

The Chatfields—his wife was the former Marie Walters—were married April 28, 1934. They have two children, Donald, 14, and Susan, 10. The family has a home in Larchmont, New York. George's vocations read like a hobby book index and include golf, badminton, bowling, amateur movies, photography, puppets and, of course, radio.

U. S. JUNIOR CHAMBER OF COMMERCE has commended ABC's "American Farmer" (Sat., 11:30 to 12 noon, CST) "for great service rendered to rural America."

NEWS CRITIQUE

Washington Reporting Said Overplayed

UNLESS the major news services "make an effort to see through the camouflage of Washington handouts and news conferences," it will be up to the smaller wire services or pro rata special services to do the Washington job for radio, Edwin Lewis, WLS Chicago news editor, declared Tuesday at the U. of Illinois.

In an address at the First Annual Radio News Clinic, sponsored by the university's school of journalism and the Illinois Broadcasters Assn., Mr. Lewis observed that the major services comb foreign news carefully, but usually "swallow everything out of Washington whole." Fifty news editors, announcers, and station managers attended the all-day meeting.

Results of a survey by the Institute of Communications, showing that 50% of the nation's listeners hear three or four newscasts a day, were revealed by Prof. Wilbur Schramm, institute director.

The average number of newscasts heard daily by all listeners is slightly under two, and listeners respond better to from 20 to 30 news items per quarter hour rather than a few, he reported.

Prof. Schramm said the canvass disclosed an announcer's voice is not a factor governing his popularity if he is a well-established personage.

Chief spokesman for radio management was Charles C. Caley, executive vice president of WMBD Peoria and director of NAB's District 9, who noted a dearth of "very good news men." He urged that better newscasters be developed as 'they can be money makers."

A suggestion that local newsmen be "full time or none" was made by Prof. Baskett Mosse, who teaches radio journalism at Northwestern U. Advocating more concentration on local coverage, he asserted this calls for "one of the most capable men on the station staff." Charles F. Harrison, WHBF Rock Island, suggested that the "daybook" or "assignment book" practice be adopted by radio newsrooms. He urged news editors to enlist everyone on the station's roster, including engineers and maintenance personnel, as "legmen for spot news coverage."

Lindsay, Schooley Preside

Merrill Lindsay, president of the Illinois Broadcasters Assn. and general manager of WSOY Decatur, presided at the morning session, and Frank E. Schooley, assistant director of WILL Urbana, in the afternoon. Arthur C. Stringer, director of NAB's FM department, attended the sessions.

Special TV Sections

SINCE the opening of WBAP-TV Fort Worth, special television sections have been published by the *Fort Worth Press*, *Dallas News* and *Dallas Times Herald*. All newspapers in the area are printing WBAP-TV's program schedule. Station is owned by the Fort Worth *Star-Telegram*.

BALTO. OUTLETS FACE CONTEMPT CITATIONS

NEWSCASTS mentioning that a man had confessed to a murder and that he had a prison record form the basis of contempt charges filed by the Baltimore state's attorney against five Baltimore area stations and a station news editor.

The stations had demanded bills of particulars covering their alleged violation of Baltimore Supreme Bench rules of contempt. The bills of particulars specify that the charges are based on Rule 904 of the court and on the general power of the courts to issue contempt citations [BROADCASTING, July 26].

Rule 904 sets out what may not be published about a crime. Defendant stations are WFBR WITH WCBM and WBAL, all Baltimore, and WSID, in nearby Essex, as well as James P. Connolly, WITH news editor. No date has yet been set on a hearing of the citations.

In San Francisco*
Almost Everyone's a Plutocrat

AND ONE COLUMBIA STATION SERVES THEM ALL

KQW
San Francisco Studios
Palace Hotel

*Of the nation's 200 largest cities, San Francisco is *first* in per capita net effective buying income.
Source: SALES MANAGEMENT'S Survey of Buying Power dated May 10, 1948.

Represented Nationally by Edward Petry & Co. Inc.

Pacific Agricultural Foundation, Ltd.
San Jose, California

WWL 1st

NEW ORLEANS

*... in the Deep South—Based on Latest Listener Diary Study!**

1. WEEK AS A WHOLE .... WWL 1st **by almost 3½ to 1**

2. ALL QUARTER HOURS .. WWL 1st **—wins 87% of them; 89.5% in daytime**

3. PARTS OF DAY ..... WWL 1st **in every one**

4. STRIP PROGRAMS .... WWL 1st **in net weekly audiences**

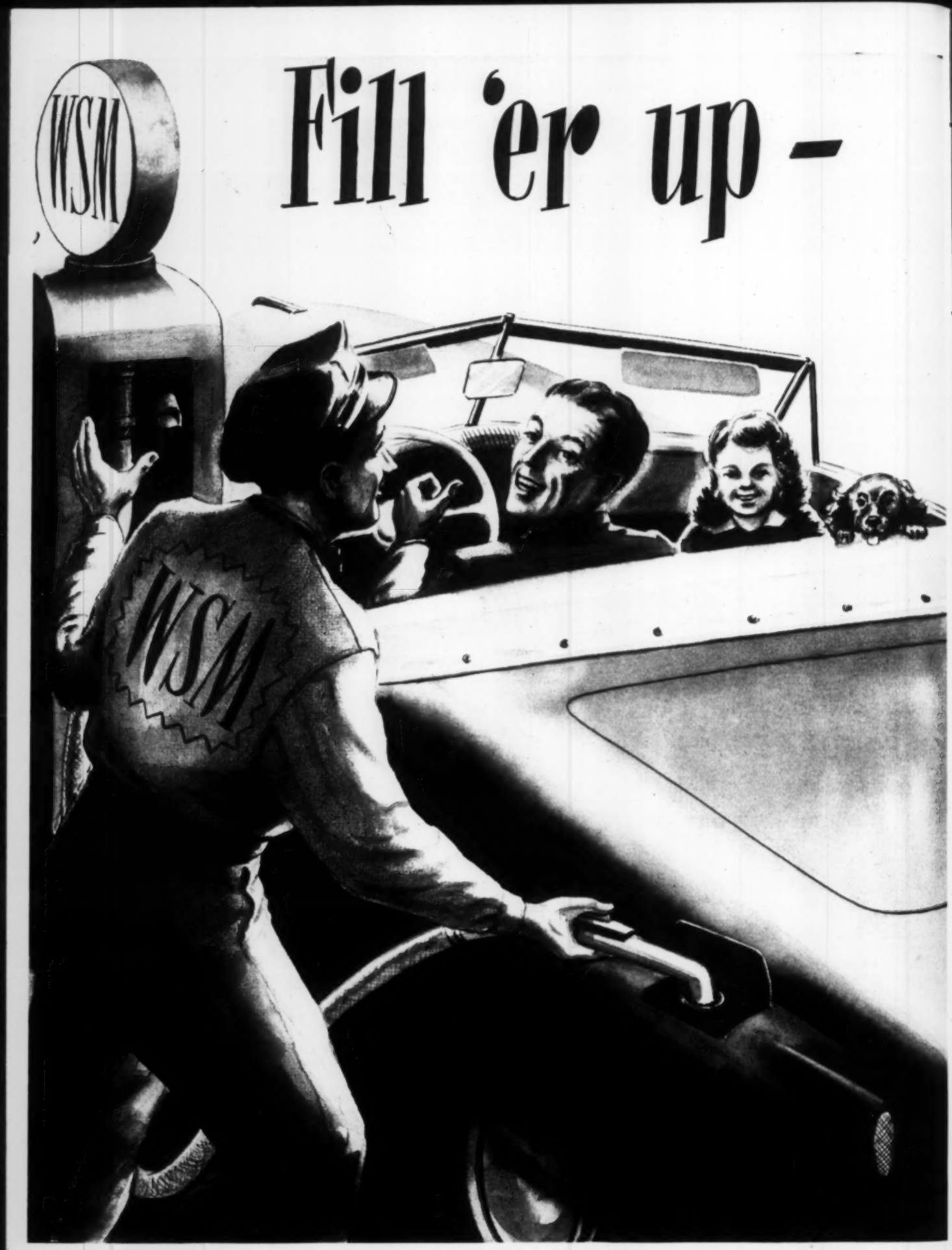
This is definite proof
FOLKS TURN TO ..... WWL 1st NEW ORLEANS

A Department of Loyola University

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

CBS AFFILIATE • • • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.


Fill 'er up -
WSM
WSM

with WSM Gasoline!

WHY is it that motorists and farm gasoline users in the big WSM region feel there's something extra about gasoline that is advertised over WSM — that bears the invisible stamp of WSM approval? What is it that makes the invisible WSM label a vital sales factor?

The answer is ***confidence.*** Confidence that WSM has carefully and consistently built since 1925.

This WSM power can be put to work to help sell your product.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM

NASHVILLE

'LISTENER-OWNED' FM OUTLET OPENS IN D. C.

WCFM (FM) Washington, licensed to Cooperative Broadcasting Assn., began commercial operation Oct. 20, according to H. F. Kern, general manager. The station is on Channel 258 (99.5 mc) with 20 kw.

Forty-thousand residents of Washington hold common stock and 2,000 preferred stock in the new enterprise. The station's program policies will be determined largely by a "listener council" representing its owner-listeners.

Major control of the station will lie in the hands of cooperatives in the Washington area. Seven of the 12 board members are elected by the organizations who are common stockholders, while the remaining five are elected by preferred stockholders, whose stock subscriptions range from $10 to $1,000. Investors can realize a profit up to only 6% cumulative dividends, with other earnings to be plowed back into facilities.

Programming will be about 25% live at the outset, covering such types of public interest programs as discussions, news and commentaries. Commentaries will be by Marquis Childs, Mrs. Raymond Clapper, Leon Henderson and others. WCFM will program from 3 to 11 p.m. seven days a week. Station's tower is located at West Falls Church, Va., and studios at 1120 Connecticut Ave.

Key personnel of new WCFM (FM) are (l to r) Messrs. Taylor, Kern and Byrnes.

Mr. Kern is a former newspaper executive and foreign correspondent. Other top staff personnel includes Carl R. Taylor, former co-owner and business manager of WSKI Montpelier, Vt., commercial manager, and Syd Byrnes, former program director of WNHC New Haven and WCPS Tarboro, N. C., program director.

KFUO Addition

KFUO St. Louis held dedication ceremonies Oct. 17 for a new addition to its radio facilities. Included in the construction is a large auditorium, according to Rev. H. H. Hohenstein, director of the station. KFUO is owned and operated by the Evangelical Lutheran Church—Missouri Synod, and has a television application pending.

NAB, TBA UNITS MEET AGAIN ON VIDEO PLAN

GENERAL agreement that NAB and Television Broadcasters Assn. should cooperate as fully as possible in guiding the development of video broadcasting was reiterated last week by committees of both trade organizations, it was learned following a meeting of the committees at New York's Waldorf Astoria Hotel. There are still many details to be worked out, however, before the proposed plan of cooperation can be put into effect, it was said.

Last week's session continued the discussion begun at the Sept. 1 meeting of the committees and reported on the reaction of the NAB and TBA boards to the tentative cooperative format suggested at that time [BROADCASTING, Sept. 6, 13]. Each committee will similarly report back to its board on the results of this month's deliberations, with further meetings of the two committees to follow the next board sessions.

Attending last week's meeting for NAB were Clair McCollough, WGAL Lancaster, and A. D. Willard Jr., NAB executive vice president. For TBA were J. R. Poppele, WOR New York and TBA president; G. Emerson Markham, WRGB Schenectady; Lawrence Phillips, DuMont network; Will Baltin, TBA. Paul Raibourn of Paramount Pictures sat in as an observer.

KGO-TV Has Preview

KGO-TV Oakland, Calif., held a T-Day preview Oct. 14-21 at Jackson's Furniture Co., Oakland, with a store television demonstration. With field cameras set up on the first and third floors, special acts were televised on receivers in the first floor "Television Theatre" and elsewhere throughout the store.

Feature of Week

(*Continued from page 18*)

for 15 weeks. At the end of the period a certificate of successful completion will be awarded to students who pass the course. Study material is sent in packets to listeners who register by mail with the college.

The listening area of the two 5-kw stations covers all of eastern Washington, parts of northern Oregon, western Montana, southern British Columbia, and northern and central Idaho, the college reports. Only 14% of the adults in this area have a formal college education, according to a survey made by Frederick Hayward, former KWSC manager who undertook the "College by Radio" project negotiations.

Feature articles, news items, leaflets, posters, letters to libraries and spot announcements have been used to promote the project.

Dove Derby

KXO El Centro, Calif., is cooperating with Rogers & Pinney, El Centro Dodge dealer, in staging a dove derby being held during the 30-day dove-hunting season in the Imperial Valley. Before the opening day of the season, Oct. 1, a number of doves which had been trapped and identified by bands were released from various points in the valley. El Centro's mayor, Jerry High, officiated at the releasing ceremony, which was broadcast by KXO. Any hunter who bags a dove bearing the identifying band will be eligible for one of the prizes Rogers & Pinney is offering. Sets of tires, an automobile paint job, car radios and engine overhauls are among the items in the prize list.

WMAW Milwaukee Blaze Causes $10,000 Loss

AN ESTIMATED $10,000 damage was caused last Monday to WMAW Milwaukee, when fire swept through the unattended control room about an hour after sign-off. The station signed on at its regular time the following morning after engineers labored throughout the night putting an alternate control system into operation.

The blaze, which was believed to have been started in a wastebasket by a smouldering cigarette, was brought under control within a half hour after its discovery. The control-room equipment was less than a year old. WMAW took the air last March 24. Damage, according to Station Manager Jack Bundy, was covered by insurance.

get the inspection you want!

. . . in the NEW Westinghouse FM Transmitters

Three basic elements of design determine how easy your transmitter is to inspect . . . safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

Safety . . . All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

Accessibility . . . All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

Visibility . . . All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

It's these important elements . . . found in advanced form in Westinghouse FM transmitters . . . that protect your investment and forestall obsolescence . . . simplify maintenance and inspection . . . and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .

- **replace tubes in a matter of seconds.**
- **"finger-tip reach" for all tubes from FRONT of transmitter.**
- **only one control to adjust output power.**
- **S. W. R. indicator monitors operating conditions of transmitter line and antenna.**

J-02147

Mr. C. C. Smith can help you in the Southeastern area

Your Westinghouse transmitter salesman has at his finger tips all the facilities to help you solve all your broadcast problems . . . from planning to operation. Mr. C. C. Smith, one of several Westinghouse Electronic Sales Engineers assists him throughout the Southeastern area. Since his student days at Georgia Tech, he has spent twelve years with the Westinghouse Radio Division, assuming his present duties in 1946.

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

RETAIL ASSN. Prefers Radio Approach

By DANIEL F. LINCOLN
Public Relations Director and Secretary, Retail Merchants Assn., Jamestown, N. Y.

ALWAYS a difficult problem for retail associations is the choice of medium and method by which good public relations can be obtained successfully. An excellent example is the present five-year old radio program of the Retail Merchants Assn. of Jamestown, N. Y.

With the realization that the sole objective of such an association's program was to get more business for the retail community, the program was designed for marginal listeners who might direct their buying thoughts to other nearby communities. It was felt that if we could direct their favorable thinking by reaching them with a homey, friendly approach in their own homes in the morning hours, we could achieve this objective.

Radio was chosen because the nature of the approach could be secured more easily by the proper approach of voice rather than by the printed word—particularly in the morning hours when the housewife wants to be entertained; rather than by reading some philosophy that took valuable time. The mass aproach, too, was considered as being possible only by radio.

The period of 7:45-8 a.m. was selected after careful appraisal of the fact that the housewife (who was our goal) would be up, looking for a bright spot to begin her day, probably getting the kids ready for school, and receptive to our type of approach.

The production manager of WJTN Jamestown, N. Y., J. Ralph Carlson, was chosen to handle the program which was called *The Radio Scrapbook*. The whole program is based on homey, everyday events and experiences, interspersed with friendly philosophy and chosen poetry and prose. Background is provided by transcribed organ music selected by Mr. Carlson. On special occasions an organist is used to provide live background.

Special Events Featured

Special events of the community are always featured as an excellent selling opportunity for the organization, as well as for pointing up the retailers' connection with these civic events. The recent convention of the New York Chamber of Commerce Secretaries was detailed in one morning program, and the whole philosophy of the Chamber of Commerce program and its usefulness to the community were presented after careful preparation with the local secretray. All conventions are "saluted" in a similar manner. All special community promotions receive high support through the programs, and the results have proven highly effective, such as "Dollar Days," etc.

Effective? This program has proven to be one of the outstanding fan mail "getters" on WJTN. On one occasion the announcer learned that a former Jamestown boy was a hospital patient in Baltimore. It was mentioned once on the program and more than 200 pieces of mail deluged the sick boy. Mail is received by the "Friendly Philosopher," varying from contributions of material to be used on the program to cash contributions for the March-of-Dimes campaign (where 22% of the entire local campaign goal was raised through this one program).

WJTN has received many requests for copies of the commercials on this program. It is one of the few programs which has been mentioned in the local press, and we have been informed that several local clergymen have referred to the program from their pulpits. Of greatest interest is the fact that our objective is being achieved—the mail received comes from 42 different surrounding communities adjacent to our shopping area.

The "Friendly Philosopher" has been invited to speak at church meetings, literary circles, town picnics, farmers' groups and high school commencements. His invitations come from those who think the same as he does—they like to hear about their community and the things it is doing, they like sound homey philosophy, they like to be complimented for doing worthwhile things, and they like the fact that the Jamestown merchants seem to be friendly folks who are inviting them to shop in a friendly community.

SIGHT AND SOUND
WCAU, Newspapers Combine On Promotion Gimmick

RECIPROCAL radio and newspaper promotion series has been completed by WCAU Philadelphia, demonstrating that press and radio can work together to mutual advantage.

Using *Cinderella Weekend*, daily quiz show, as the peg for the promotion, the station gave a different community newspaper a chance to be host at each program. WCAU announced an opening and closing salute to the honored community and paper and used a one-minute history on the newspaper midway through the program. Thirty community papers handled all pre-program promotion.

WCAU enjoyed unprecedented publicity by the deal, with the newspapers running eight-column streamers announcing the event. Response among the editors was favorable and most expressed their willingness to cooperate with WCAU on similar promotions.

Mr. LINCOLN

Officials of Wis. Stations Attending Madison Meet

EXECUTIVES OF 40 Wisconsin stations attended the second annual presidents meeting of the Wisconsin League of Radio Stations Oct. 15-16 at the U. of Wisconsin in Madison. They were guests of the university's president,, E. B. Fred.

At a luncheon session the station men and educators discussed problems of education in radio and means of correlating the efforts of the university and the stations in this field. Guest speaker at the league's dinner Oct. 16 was E. C. Page, Washington engineering consultant.

Willson Pens Book

AND THERE I STOOD WITH MY PICCOLO. By Meredith Willson. 255 pp. Garden City, N. J.: Doubleday & Co. Inc. $2.75.

MEREDITH WILLSON'S new book, *And There I Stood With My Piccolo*, presents reflections on his life as a musician. From the first music lessons to his present standing as musical director, composer and radio personality, the book presents an interesting and humorous outline of his life, including the people he has known. As Mr. Willson said of the book: "It's about a lot of important people and I don't think I know enough about writing to have been able to spoil the very interesting stories I have to tell about these important people. In fact, I think I can apply the most complimentary phrase of all to this book: once I started writing it, I simply couldn't put it down until I had finished it."

Busy Month

BUSINESS sure was buzzing around the doors of WEEI Boston during August, a roundup by Assistant General Manager Wilbur Evans reveals. Adding up roughly to a quarter of a million dollars worth of business, new accounts total six national and five local, to have started by Oct. 1. Most are 52-week contracts. New national accounts are: Groves Labs, (two shows), Cluett Peabody, Kendall Mfg. Co., Ward Baking Co., R. J. Reynolds Tobacco Co., Cooper's Inc. (two shows). New locals are: Raycurt Co., Community Opticians, Jordan Marsh Co. (four shows), John H. Pray Co., Metropolitan Coal Co.

Chapter on Radio, Video Advertising in New Book

THE MODERN LAW OF ADVERTISING AND MARKETING by Isaac Watlington Digges. Funk & Wagnalls Co., New York. 288 pp. $5.00.

A CHAPTER dealing with laws affecting radio advertising and television is included in this new book by Isaac W. Digges, a member of the New York Bar Assn. and counsel to the Assn. of National Advertisers and other advertiser groups.

The volume is described by its publishers as "the first overall treatment of the legal and legislative aspects of advertising and marketing regulations." The foreword was written by Paul Brown West, president of ANA.

In addition to the chapter on radio and TV, there are chapters on these topics: "General Contract Relationships in Advertising"; "The Federal Government and Advertising"; "State Laws and Advertising"; "Trade Marks Today and Tomorrow"; "Fair Trade"; "Property Rights in Ideas and Copyrights"; "Cooperative Advertising"; "Copy Claims"; "Right of Privacy"; "Libel and Slander" and "Advertising Art Directors and the Law."

WREL Nears Its Start With Half Wave Tower

WREL Lexington, Va., 250-w station employing a half wave, Ideco tower, is approaching the operational stage, according to R. G. Walter, general manager of radio for the owner, Rockbridge Broadcasting Corp. of Lexington.

Mr. Walter, who is supervising the operations with Philip B. Hirsch, commercial manager, revealed last week that the tower will have a height of 375 feet. WREL will serve Lexington and Buena Vista in Rockbridge County. Lexington will be the site of the main studios and remote studios will be housed at Buena Vista.

You say you want more for your money?

tell you what I'm gonna do . . .

Through the courtesy and kind permission of the Texas Company, I'm gonna offer something all you men will like . . . something no one's had before . . . something that's the thrill of a lifetime. It's the genuwine highest Sponsor Identification ever distilled by Hooper—95.5 proof.

Now, friends, just a minute. You say, how can he do it . . . what's the catch. You say you're still not satisfied.

It's simple, kid. Dazzle your tip with fun and frivolity like on the Texaco Star Theater . . . Hit 'em with Kudner's tremendous commercials for Sky Chief and Fire Chief Gasoline, Marfak Chassis Lubrication and Havoline Motor Oil—*and shove your pitch on NBC Television, of course.*

America's No. 1 Television Network

NATIONAL BROADCASTING COMPANY

NBC Television

WHY CBS-TV IS

Here are the programs with the biggest audiences* in Television:

TOAST OF THE TOWN (CBS-TV) with a 40.7 rating in its top quarter-hour, tops all other Television ratings.

CBS-TV NEWS is the highest-rated news show in all TELEVISION, with 10.8.

CBS-TV has all three of the top "strip" variety and musical shows: FACE THE MUSIC, with a 12.7 rating; PLACES, PLEASE, with a 10.9 rating; BOB HOWARD, with a 10.1 rating.

CBS-TV has the two top "audience participation" shows: WHAT'S IT WORTH?, with a 14.7 rating; WINNER TAKE ALL, with a 19.0 rating.

And . . .

WCBS-TV leads all other New York Television stations in size of audience, seven days a week, in the average quarter-hour between 8:00 and 11:00 p. m.

*Latest Pulse Rating Report (Sept. 194

New Barry Wood TV show, "Places, Please," is a welcome addition to the video scene. It's a wonderfully-paced, compact, fresh 15-minute job with Barry emceeing and presenting some of the finest young talent to be had in N. Y. *RADIO DAILY*

"Face the Music," CBS-TV's 15-minute across-the-board airer, continues as one of the most consistent high-quality shows on the air. Web has recently added much more production value by providing songsters Johnny Desmond and Sandra Deel with a different set each night. While the format is always the same, the different background gives the show a new look for each stanza. Thursday night (30), for example, Desmond and Miss Deel featured Latin songs against a Mexican backdrop, while the following night they sang romantic ditties against a simulated seashore.

Two vocalists demonstrated complete ease before the cameras, projecting their ingratiating personalities as niftily as their songs. Tony Mottola trio backed them excellently, and the idea of giving Mottola some comedy "business" has hypoed the show considerably. In all, it remains a fresh, youthful presentation and a highly-promising investment for several categories of advertisers. VARIETY

What's It Worth? is prime television programming. It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleasurably informal.

Human Interest

There's a tremendous wealth of anecdote and human interest in the program, and much of this is brought out when the guests tell how they came to own the objects up for appraisal. There's a goodly amount of suspense as the appraising is going on — and this suspense, mirrored in the uncertain expressions of the people present, is well-caught by the camera. There's also a measurable amount of humor – the kind that crops up in good conversation anent the workmanship on cigar store Indians and other curios.

Fates Good M. C.

Two happy circumstances remain to be mentioned about this program. First, Gil Fates did a splendid job as emcee. He was completely at ease before the camera, and what is perhaps even more important, he was able to transmit this ease to the guests. Secondly, this program was done in such a facile, natural manner that one was scarcely conscious of problems of technique which are still present in tele. The reviewer can think of no better accolade to the cameramen and producers.

Billboard

• • • TELE(RE)VIEW: Television seemed to advance five years at least, with the coming of the CBS "Toast of the Town" show. Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace . . . With this show, CBS moves ahead of the crowd as the leader, thus far, in putting together a Grade A variety fare. With an extra accolade left over, we toss it in the direction of Ray Bloch for his super-duper musical accompaniments, plus, of course, the smooth direction of Bill Gillette. RADIO DAILY

ST

IN AUDIENCE

Why do more people watch CBS-TV? The answer can be given simply.

It's because CBS-TV gets better pictures on the screen.

That takes more, in television, than great entertainers (CBS-TV has them!). More than great entertainment (CBS-TV has that!).

It takes what Ben Gross of New York's *Daily News*, writing about CBS-TV, calls: "*The New Look...top quality effects...that are the talk of the industry*." These "top quality effects," sensitively synchronized with sound, come directly from CBS-TV's unmatched skill in lighting, in camera-movement, in the selection and composition of each image fluidly moving into the next, to please both the eye and the ear.

It's such top *television* skills, based on hours and hours of intensive research that are making CBS-TV audiences so large.

Come and see for yourself.

CBS-TV

—first in audience!

For your Interest here are TelePulse ratings of Network Programs in the New York and Philadelphia areas

		HIGHEST AVERAGE ¼ HOUR RATING
MONDAY-FRIDAY		
Small Fry Club	Dumont	25.2
News and Views	ABC	3.9
Places Please, Miscellaneous	CBS	10.1
CBS-TV News	CBS	10.9
Face the Music, Miscellaneous	CBS	12.6
Newsreel Theatre	NBC	6.8
MONDAY		
Americana	NBC	12.0
TUESDAY		
Singing Lady	ABC	2.8
Film Shorts	CBS	6.3
Texaco Star Theatre	NBC	37.9
We, The People	CBS	18.5
WEDNESDAY		
Cartoon Teletales	ABC	2.9
Gay 90's Review	ABC	15.9
Girl About Town	NBC	7.9
Winner Take All	CBS	20.7
Wrestling	ABC	15.6
Kraft TV Theatre	NBC	17.6
THURSDAY		
Howdy-Doody	NBC	12.0
Nature of Things	NBC	11.6
Swift Show	NBC	15.1
Club Seven	ABC	8.3
Bob Smith Program	NBC	15.6
FRIDAY		
Film Shorts	ABC	2.8
NBC Presents	NBC	11.0
Boxing	NBC	29.3
SATURDAY		
News and Views	ABC	7.3
SUNDAY		
Jr. Scrapbook	CBS	7.6
Key to the Missing	Dumont	9.2
Original Amateur Hour	Dumont	24.8
Author Meets Critics	NBC	12.6
Candid Microphone*	ABC	11.1
Meet The Press	NBC	9.3
Toast of the Town	CBS	38.8

* Now aired Wednesday at 8:30 PM

THE PULSE INCORPORATED

ONE TEN FULTON STREET

NEW YORK 7, N. Y.

		Scrapbook, Jr. Edition L/F		*United Nations Case Book* L/F	*Week in Review* F	
				Key to Missing L	P. Lorillard L	
					Whitehall Phar. M'ry & Joh'y L	
Cartoon Teletales L/F					*Bankhaus News* L	
				Lucky Pup L		
		Co-Op Small Fry Club L/F		*Russ Hodges Scoreboard* L	Co-Op Dorso Fam L	
Howdy Doody L						
Singing Lady L					*Geo. Hicks News* L	
				Lucky Pup L	Gilbert Co. R'r of Rails 5L	
		Co-Op Small Fry Club L/F		*Russ Hodges Scoreboard* L	*Off the ...* L	
Howdy Doody L						
Cartoon Teletales L/F					W. Kiernan News L	
				Lucky Pup L		
		Co-Op Small Fry Club L/F		*Russ Hodges Scoreboard* L	*Alan Dale Show* L	Co-Op Birthday L
Howdy Doody L						
Film Shorts F					*G. Frazer News* L	
				Lucky Pup L		
		Co-Op Small Fry Club L/F		*Russ Hodges Scoreboard* L		
Howdy Doody L						
Film Shorts F					*P. Fred'k News* L	
				Lucky Pup L	*Your Sports Special* L	
		Co-Op Small Fry Club L/F		*Russ Hodges Scoreboard* L		
Howdy Doody L	Unique Art Hwdy. D'dy 6L					
					T. Grant News L	

Film Shorts F	*Hollywood Screen Tests* L	*Actor's Studio* L	*Southernaires* L	Feature Film F		
Ford Motor Co. Ford Theater 4L 5K			Emerson Radio Toast of the Town 5L			
Original Amateur Hour 4L 3K						
Admiral Corp. Welcome Aboard 7L	General Foods Corp. Author Meets Critics 7L	General Foods Corp. Meet the Press 7L	Philco Corp. TV Playhouse 7L 11K			

Kiernan's Korner L	*Quizzing the News* L			P. Ballantine Co.—Boxing 2L		
CBS TV News L/F	*Face the Music* L					
Camera Headlines L	*Champagne & Orchids* L	Co-Op Swing into Sports L		*Court of Current Issues* L		
American Song L	7:50 Reynolds News 12F	Chev. Dealers' Ass'n. Playhouse 7L	Firestone Tire & Rubber Co. Americana 7L 1K	Colgate-Pal.Peet Co. Program not announced. Starts Dec. 6. 7L	*Fight Preliminaries* L	Gillette Fights 7L

Movieland Quiz L/F	Co-Op America's Town Meeting 1L					
CBS TV News L/F	*Face the Music* L			Gulf Oil Corp. We the People 5L	*People's Platform* L	
Camera Headlines L	*Operation Success* L			Co-Op Boxing L		
Musical Miniature	7:50 Reynolds News 12F	Texas Co. Star Theater 7L		Participating* Mary Margaret McBride 7L		

Critic at Large L	*Gay Nineties Revue* L	*Candid Microphone* L/F	*Three About Town* L	*Wrestling* L		
CBS TV News L/F	*Face the Music* L	*Kobbs Korner* L	*Winner Take All* L		*Fights* L	
Camera Headlines L	Co-Op Photographic Horizons L	*Growing Paynes* L		*Boxing* L		
Jon Gnagy L	7:50 Reynolds: News 12F	Bates—Girl About Town 7L	8:20 Vic W. Berry 7L	Cluett Peabody. Unnamed program Starts Nov. 3. 7L	Kraft Foods Co. TV Theater 7L	

Feature Film F						
CBS TV News L/F	*Face the Music* L	*To the Queen's Taste* L		*Club Seven* L		
Camera Headlines L	*J. Eigen Show*			*Charade Quiz* L	*Wrestling* L	
Musical Miniatures L	Kayser** 7:50 Rnlds. News. 12F	*NBC Presents* L	Motorola. Nature of Things 7L	Swift & Co. Swift Show 7L	Gulf Oil Corp. Gulf Road Show 7L	Bigelow-Sanford Dunninger Show 7L 6K

Lionel Red Caboose 5L	*Film Shorts* F	*Teen Age Book Club* L		*Film Shorts* F	Bristol-Myers Break the Bank L	
CBS TV News L/F	*Face the Music* L	Edg. Tob. Spts. Quiz 5F	8:05 *What's It Worth* L			
Camera Headlines L		*Fashions on Parade* L			*Wrestling* L	
Mu. Merry-Go-Round L	7:50 Rnlds. News 12F	*NBC Presents* L	Procter & Gamble Co. Feature Film 7F		G. E. Co. News 17F	9:40 *Fight Prel.* L 10:00 Gillette Fights*** 7L

J. Hasel Sports L	*Three About Town* L			*Feature Film* F		
(No TV Network Programs on Saturday)						
Feature Film F			*TV Screen Magazine*	*Feature Film* F		

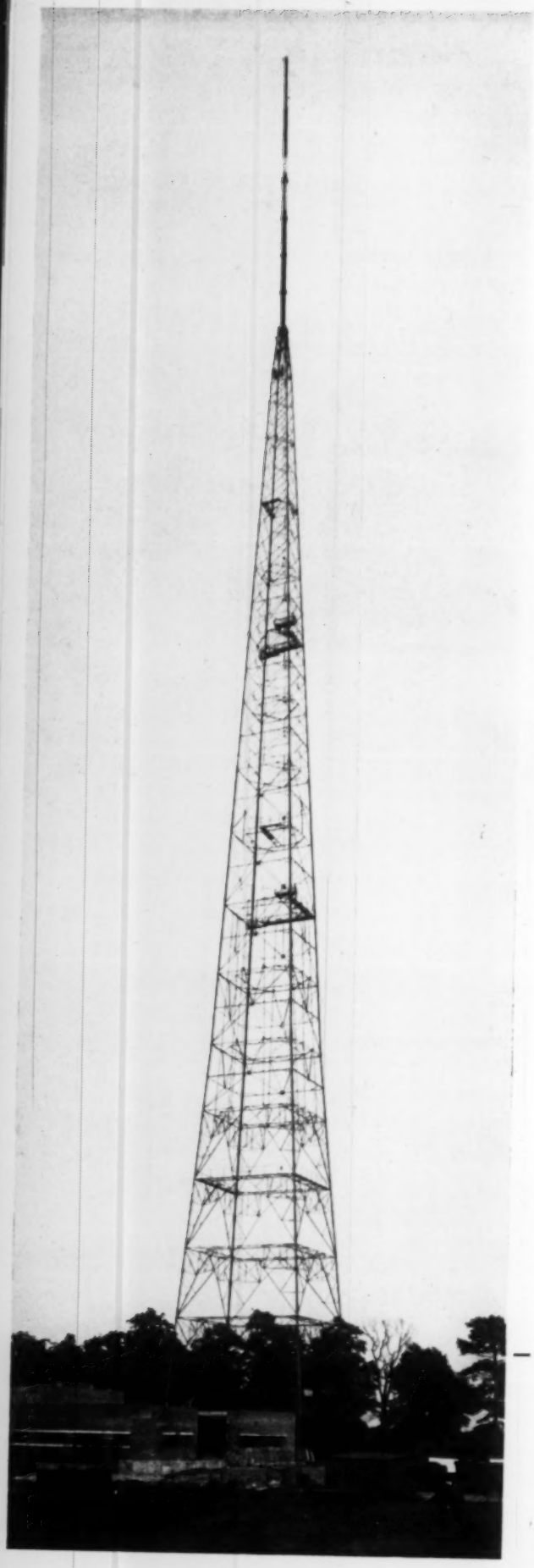
¶ Have you seen the monthly *New York* TelePulse?

¶ Have you seen the monthly *Philadelphia* TelePulse?

¶ Do you want to see the *Chicago* TelePulse -- first report in December?

Ask the Pulse for Television Audience Ratings.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK 7, N. Y.



it won't be long

—now!

• It won't be long now—until anxiously waiting TV set owners in Dayton, Ohio, and the Miami Valley will thrill to the daily spectacle of WHIO-TV. Our tower is up for all to see. We're even using it to broadcast WHIO-FM.

WATCH FOR OUR OPENING ANNOUNCEMENT!

WHIO TV

DAYTON, OHIO

AM • FM • TV

G. P. Hollingbery Company
Representatives

Harry E. Cummings—Southeastern Representative

Telestatus

(REPORT 30)
Conversion to TV

by MONTE KLEBAN
Program-Production Manager, WOAI San Antonio

I WOULD like to get in touch with a retired fire-engine horse. I would like to ask him what he thinks about when he sees the motorized fire-trucks go roaring by. Then if he's a sympathetic beast, I'd like to tell him my feelings as I watch my business, radio, go through the conversion convulsions from AM to TV.

Glittering, glamorous pictures of the future of video fill the trade papers, the dailies, the slicks. Airplanes carry transmitters aloft in noble experimental flights; politicians submit to make-up; TV stocks rise in value as investors show their faith in the prophets of sight-and-sound; but down in the lower left-hand corner of the teeming mural stands a forlorn figure, one about whom little has been written: The man of microphones who must be converted to the man of image-orthicons. The little man looks up at TV from the lower level. What he sees is a future having very little relationship to a past.

Having spent some twenty years in AM broadcasting production I realize, now, that radio might have strangled at birth had it not been for one very fortunate factor: The public had no comparison-medium for radio when the industry first started. The tinny, squeaky phonograph was the nearest approach to any mechanical sound-making apparatus. Radio could afford to be strictly hit-or-miss, was often miss.

With video, the story is entirely different. Any way you twist or turn it, TV, to the viewer, will be a form of movies and will be judged by the standards of the theatre screen. To the man who has labored long in sound-broadcasting and now must be reconverted to video, this presents a knotty problem. . . .

The manager of a successful AM station who has applied for a TV permit realizes that the radio-dollar will have to be fed into the hungry mouth of his video operation for a long time. In Texas radio, the cowboy song, "When My Blue Moon Turns to Gold Again," (Copyright, Peer, International, BMI), will be replaced by the Auditor's Lament, "When That Red Ink Turns to Black Again." The manager will look at his first team, his program manager, his production manager, his chief engineer. He knows that their combined team-work is necessary to keep the AM cash-register jingling.

Yet, it would be totally unfair to them to keep their noses to the kilocycle-grindstone and take on new people for the future, the video future. Being a capable and fair-minded manager, he will then call his department heads into his office and tell them that they are about to spend a great deal of time away from the station on video-orientation trips and that they should start grooming people in their respective departments to take over their duties, both while they are away from time to time in the immediate future and permanently, after the TV operation starts. The old subordinate graybeards convey these tidings to their younger underlings.

What happens?

Need for Planning

They find, to their chagrin, that the people who work for them are as eager as they are to get into the new medium. Over-publicizing, over-glamorizing of video has already made audio broadcasting look a little seedy and ragged around the edges. It is inconceivable to any thinking person in the industry that AM radio will be out-moded, go out of existence. Yet, to the average employe of the radio-station, the word "future" is no longer spelled f-u-t-u-r-e. Its new spelling is v-i-d-e-o.

This situation calls for some down-the-road thinking, talking and planning. In laying out his personnel-plan for the dual AM-TV operation, the manager will have to inaugurate a long-range conversion policy, extending from the top to the bottom layers of his staff. . . .

I have been more fortunate than most radio-men in my quest for TV knowledge. But I know, now, that many of the roads I travelled are closed.

AMONG the many "think pieces" that endlessly cross BROADCASTING's copy desk, there is occasionally a vital "action piece" that says: "Here is the problem; here is the answer." Mr. Kleban's article is one of these. It is required reading for a television-conscious radio industry. In his recommendations for training radio personnel for TV, Mr. Kleban has drawn on his rich experience of "prying" into video stations across the country, and on his knowledge gained from ten years as program producer with the Air Entertainment Co. and as an independent producer with New York and Philadelphia stations; and nine years as program and production manager of WOAI San Antonio—minus the war years in the South Pacific as infantry company commander and MacArthur press officer.

Mr. Kleban (r) "prying" into the TV operation of WNBT (NBC) New York, with Sheldon B. Hickox, manager of NBC stations relations.

In August 1945, I was lucky enough to be stationed at an Army post near New York. For several months during the summer and fall of that year I haunted the operating TV stations in the big city. At the time, while my presence did not cause spasms of joy in the TV workers whose necks I breathed on, neither did they seem unduly annoyed by a nose-sticker-inner. I learned a great deal by merely observing and occasionally lending an unpaid hand in the work.

Then, upon my return to my pre-war job, I was again hit with a horse-shoe in the form of a station manager who let me roam the country looking into my end of our projected video operation. . . .

Each TV operation in the country was using its own ideas.

From cameras, dollies and lighting down to heights of control-room floors and make-up, opinions varied. Only by seeing a great many of the stations, plying executives with hundreds of questions, could I start forming a picture of a logical operation for my own station.

But those roads, as I said, are closed. At a luncheon with top NBC brass in 1947 we discussed the problem of what to do, in the future, about teaching TV to personnel from affiliate stations. More and more requests were coming in from these stations to have their personnel trained by NBC.

Obviously, it would soon become impractical to have sundry characters going around asking questions and making notes. I was used as a sort of guinea-pig, for test-reactions. Now, NBC has started a regular series of orientation courses, the germ of the idea having been born, I believe, at that luncheon. But the problem of supplying a new industry with trained, competent personnel should not be on the station or network level. It is an industry-problem that should be solved by the industry as a whole. . . .

Surely an organization of television stations can promote a thorough, reliable school which can be self-sustaining. Most of the networks and large manufacturers are going in for orientation courses. But these must necessarily be limited to people with whom they are connected in some way. Also, the teachings of each will differ because of the different types of equipment and techniques which each employs.

Nationwide Scope

But a school run by a nationwide organization could give a thorough comprehensive course.

Best feature of this could be that courses could be given at different cities, or to further assist the radio-employe, teaching teams could be sent to stations, or groups of stations, to give interested people on-the-spot training.

The success of television will depend upon the human factor as much as upon the electronic factor.

Every business organization in television should be aware of this and should be interested in seeing that TV personnel are thoroughly familiar with their medium. If all these organizations could pool their resources for human-advancement, as they often do for technical-advancement, they would help to answer the great radio-industry employe question: "What's going to happen to me in the future when video needs me . . . and I need video . . . but I'm still an AM man?"

quote*—

Texaco Star Theatre with a Rating of 54.5 in the September New York City Teleratings establishes an all-time high in both radio and television for any continuously broadcast commercial program checked by us since 1934.

Texaco Star Theatre also establishes an all-time high for Sponsor Identification with an Index of 95.5. This is up 0.3 from its August Sponsor Identification Index of 95.2, which was a record.

—unquote

Produced by

Kudner Agency, Inc.

*From Hooperatings "High"-Lights September 30, 1948

QUIZ SHOWS

Kansans Listen to, Like Them

EIGHTY per cent of the respondents in the U. of Wichita's 1948 study of the radio listening habits and preferences of adult Kansans like to listen to programs on which money or prizes are given to members of the studio audience, an analysis of the replies shows, according to Dr. F. L. Whan, chairman of the university's Committee on Radio.

The attitude of adult Kansans towards quiz programs giving prizes to listeners called on the phone is similarly favorable, the study indicated. More than 75% of those questioned listen to quiz shows, with farm women constituting the highest percentage of listeners.

Representatives of 6,633 Kansas families were reached by personal interview in their homes during the study, the twelfth made by the university, Dr. Whan reported.

★

The latest study, now on the press, is expected to be available in printed form within the next few weeks.

Little difference was found in the attitude of men or women, living in farm, village or urban home, toward programs on which money or prizes are given to members of the studio audience (See Table I).

Listeners also were asked whether they thought quiz questions are usually "too hard, about right, or too easy." Replies indicated that most listeners believe the questions are "about right." "However," says the report on the survey, "those who said they do not like to listen to such programs [quiz shows] were more likely than others to believe the questions too easy.

Each respondent also was asked the following two questions regarding their attitude toward quiz programs giving prizes to listeners called on the phone:

"Do you ever listen to programs which give prizes or money to radio listeners called on the phone?"

"Do you think there should be more of these programs, fewer of them, or are there about the right number now?"

Table II analyzes replies to the first of the two questions on a basis of sex and residence of respondent, and indicates that a heavy majority of adult Kansans listen to the telephone-call type of quiz show and that farm women are the most consistent listeners.

20% Want More

Nearly 20% of those who listen to such programs believe there should be more of them, while only 4% who do not listen believe there should be more (See Table III). Approximately 11% of those who listen to the telephone-call quiz programs believe there should be fewer of them, while approximately 45% of those who do not listen believe the airlanes are crowded with too many of these programs.

Table I

DO ADULTS LIKE TO LISTEN TO QUIZ PROGRAMS GIVING PRIZES TO STUDIO AUDIENCES?

(Percentages based on all questioned in each classification)

Women—	State	Farm	Village	Urban
"Yes, I like to listen to them"	86.6%	88.9%	86.7%	84.7%
"No, I don't like to listen to them"	13.4	11.1	13.3	15.3
	100.0	100.0	100.0	100.0
Men—				
"Yes, I like to listen to them"	79.6%	80.7%	77.6%	80.0%
"No, I don't like to listen to them"	20.4	19.3	22.4	20.0
	100.0	100.0	100.0	100.0

Table II

DO ADULTS LIKE TO LISTEN TO QUIZ PROGRAMS GIVING PRIZES TO LISTENERS PHONED?

(Percentages based on all questioned in each classification)

Women—	State	Farm	Village	Urban
"Yes, I listen to them"	79.5%	84.6%	78.0%	76.4%
"No, I don't listen to them"	20.5	15.4	22.0	23.6
	100.0	100.0	100.0	100.0
Men—				
"Yes, I listen to them"	74.4%	73.7%	75.2%	74.6%
"No, I don't listen to them"	25.6	26.3	24.8	25.4
	100.0	100.0	100.0	100.0

Table III

DO ADULT KANSAS LISTENERS BELIEVE WE HAVE TOO MANY QUIZ PROGRAMS?

(Percentages based on all questioned in each classification)

	Listeners to Quiz Programs			Non-listeners to Quiz Programs		
	"Need More"	"Have Right Number Now"	"Want Fewer"	"Need More"	"Have Right Number Now"	"Want Fewer"
All women	18.8%	70.9%	10.3%	3.7%	53.8%	42.5%
Farm women	17.5	74.5	8.0	2.9	56.4	40.7
Village women	17.0	72.1	10.9	3.4	54.8	41.8
Urban women	21.0	67.4	11.6	4.5	51.0	44.5
All men	20.3	66.5	13.2	4.4	47.0	48.5
Farm men	16.7	71.5	11.8	4.5	51.1	44.4
Village men	18.8	68.5	12.7	3.8	47.5	48.7
Urban men	24.1	61.1	14.8	4.8	43.2	52.0

WILE AND SESQUI

Bearded Staffers Cover The Festivities

"IT TOOK 50 years to announce this—but WILE is doing it!" That was the tag line WILE Cambridge, Ohio, used in its all-out coverage of the Guernsey County Sesqui-Centennial celebration.

WILE had 42 pick-ups which totaled 16½ hours radio time. Judge Howard E. Faught, common pleas judge and executive chairman of the celebration, publicly stated that "without WILE, the Sesqui wouldn't have been half the success it was."

Activities during the week-long festival were broadcast from a rustic studio erected on the court house yard. Enclosed in plate glass, the studios were visible to hundreds of visitors. Male station personnel joined in the festive spirit by growing beards. WILE's staff also manned the public address system 9 a.m. to midnight every day of the celebration.

Instead of scrapping the portable studio after the Sesqui was over, WILE moved it to the county fairground, where the station covered the 93rd annual fair.

Tops with VICE-PRESIDENTS

"The BROADCASTING Yearbook is my second girl Friday in the radio department."

David R. Fenwick

DAVID R. FENWICK
Vice President
Abbott Kimball Co., Inc.
Los Angeles

Tops with VICE-PRESIDENT

"It's an annual, of necessity, because it gets used so often that it's dog-eared in less than a year's time."

Holman Faust

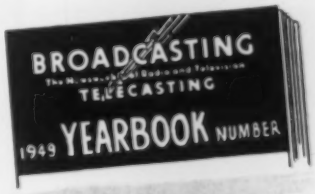
HOLMAN FAUST
Vice President
Mitchell-Faust Adertising Co.
Chicago

Tops with

"During the course of the year I use the Yearbook so often that I now have a specially bound copy for my personal use."

William M. Spire

WILLIAM M. SPIRE
Vice President
Sullivan, Stauffer, Colwell & Bayles, Inc.
New York City



Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

Editorial

Justifiable Homicide

THE GIVEAWAY CRAZE, which we have always contended is a threat to constructive radio programming and sound business principles as well as to the Hoopers of rival comedians, now takes on new and horrendous proportions as a menace to life and property.

While the FCC was hearing arguments on its proposed rules against giveaways (see story this issue), a tenant farmer out in Ohio was shot and killed last week after an argument with his employer over whether they should listen to a giveaway show or a comedian. The giveaway fan won the argument but lost his life.

Happily, the arguments before the Commission produced only forensic fireworks, and, in fact, not much of that. Mostly, the disputants rehashed briefs they had filed. Irreconcilable disagreements abounded.

There was one new point, however, which seems significant. Not particularly startling in the light of recent regulatory history, perhaps, but significant. It was raised by Paul A. Porter, former FCC chairman and the only broadcast spokesman who argued flatly for the Commission's proposed rules. His point: Even if the Commission has doubts about its power to act, it should go ahead and act anyway.

This is a philosophy that has run rampant among governmental agencies for 15 years. It is the philosophy of the Blue Book, the Mayflower Decision, the Scott Decision, and the Port Huron Decision, to name some notable examples. It is obviously the philosophy which guided Mr. Porter as chairman, and chairmen before him and chairmen since. We would like to think it has been abandoned; that the philosophy of "fairness" so frequently enunciated by the present Commission has replaced it.

In any event, regardless of FCC's action on its proposed rules, the Ohio shooting incident points up again the need to clear out the current glut of audience-buying giveaways.

In a prophetic letter a few weeks ago, David Randolph Milsten, a Tulsa attorney, told this journal that "the networks and sponsors will have blood stains on their hands" if the giveaway madness continues [BROADCASTING, Oct. 11]. Other tragedies may well develop. It is our contention that FCC has no right to undertake to clean radio's house on this score; but that broadcasters themselves, in the name of public service and common business sense, have no right not to.

It's Still Greek

THE GREEK GOVERNMENT, after five months of investigation and continual prodding by an aroused U. S. public, has announced its "solution" of the brutal murder of George Polk, chief CBS corespondent in the Middle East.

The authorities in Athens say that Mr. Polk was slain by Greek Communists. The murderer and an accomplice got away, the Athens police said, but two other accomplices—who allegedly confessed—are being held.

This announcement, we venture, will surprise no one who has followed the case, and satisfy no one, except presumably, the killer.

The Greek Government, from the time Mr. Polk's body was found floating in Salonika Bay on May 16, has insisted that the newsman was murdered by Communists seeking to discredit the Athens government and thus cut off U. S. economic aid to Greece. This may indeed be true, but the Greek Government has not proved it, and by its own proclamation, the killer is still at large. The Overseas Writers Committee, whose chairman is Walter Lippmann, and who sent William J. Donovan to Greece to make an independent investigation, obviously is not satisfied with the Athens "solution." If it were, the $10,000 reward posted for a solution to the murder would have been collected.

CBS has withheld comment, but announces it will be represented at the scheduled trial. As Davidson Taylor, CBS vice president and director of public affairs, puts it, the issue remains the same: An American newsman of undoubted integrity has been coldly, contemptuously slain in pursuit of news.

There appears to be one ray of light and of truth in the murk of the Greek episode—George Polk met his death as an innocent victim of Balkan power politics. The killer or killers must be brought to justice, and a solution that rings true must be found. Until and unless these things happen our cherished freedom of radio and the press will be a mockery, to be flouted at will by cynical killers.

Blue Book Blues

AFTER MONTHS of quiescence, during which it was overshadowed by money giveaways, TV allocations and other ingredients in radio's bubbling cauldron, the Blue Book rears again.

But this time the situation is not of the FCC's making. FCC would prefer to let the Blue Book go the way of the dodo. The issue of program censorship is resurrected by the House Select Committee to Investigate the FCC. Public hearings are indicated in mid-November.

Based on all outward appearances, the Blue Book is dead. The FCC now seldom resorts to its flaming passages in opinions in docket cases. There are even recent cases wherein trial examiners, presumably on the basis of the Blue Book dicta, have recommended grants in adversary proceedings only to have the Commission reverse them.

The Blue Book was promulgated on March 7, 1946. Six of the seven members then comprising FCC have departed from the public scene. Only one—Vice Chairman Paul A. Walker—remains. His interests always have reposed primarily in common carrier aspects.

Even though a preponderantly new FCC sits, it must answer for the actions of its predecessors. It appears clear that the present membership of the Commission would never promulgate a Blue Book. But the Blue Book remains a threat to radio's freedom.

It is equally clear that the House Select Committee will ask for more than an explanation of the whys and wherefores of the Blue Book. The temper of that five-man group was made crystal clear in its interim report of last month. The committee charged the FCC with judicial law-making in its Port Huron action on uncensored political broadcasts, and in its so-called Scott Decision wherein aethists in effect were held entitled to time on a footing with theists.

The FCC was told to expunge the controversial language from the records. Because we feel the Blue Book is incapable of defense, it seems obvious that a similar edict will issue from the Harness Committee.

In the Port Huron and the Scott cases, the House Committee stated that unless the FCC acts affirmatively, corrective legislation will be initiated.

FCC would save itself and the taxpayers a lot of time and money if, on its own motion, it interred the Blue Book forevermore, along with Port Huron and Scott.

Our Respects to—

JOHN FOLDBERG THORWALD

MUSIC was the first love of John Foldberg Thorwald, who as a young man graced concert, theatre and opera stages in Texas, California and Chicago with his booming and promising baritone voice.

Mr. Thorwald is now general manager of Snowden Radio and Television, Dallas. During a 16-month stint at KRIG Odessa, Tex., he helped organize the station and put it on the air. He is also an applicant for a new fulltime local at Beatrice, Neb. Since the early pioneering days of radio when he began as a singer and announcer, he has run the gauntlet of broadcasting experience in almost every phase—production, sales, technical and management.

Radio proved to be an irresistible magnet even while he was continuing his music studies in California in 1921. So John Thorwald took a part time singing job on a 50-w station and thus began for himself a new lifetime career in broadcasting. That same year he appeared in the Hollywood Bowl production of "Carmen."

It wasn't easy to cut down on his music activities and devote fulltime to radio, and for a while he tried to keep a finger in each pie. He moved to Chicago in 1922 and divided his time between theatre and radio work.

The following year, 1923, he returned to his home town of Dallas for more theatre appearances plus some work on WFAA Dallas.

In 1924 he joined a group of leading Dallas businessmen in the task of reconstructing WRR as a city-owned station. Their efforts were successful and in 1925 the station took the air with studios located in the Adolphus Hotel.

For the next 14 years, as director of radio for the city of Dallas, Mr. Thorwald was responsible for a number of programming "firsts" in the Southwest.

He was one of the originators of the idea of carrying police broadcasts for stolen cars, missing persons, etc. It proved to be such a public service that the station was allowed to air the information even on "silent Wednesdays." He also helped the police get started with a broadcasting set-up for squad cars.

Under Mr. Thorwald's direction, WRR went in for sports coverage in a big way, carrying almost every event that was available. In this connection one of his favorite stories concerns the time in 1925 when he was

(*Continued on page 48*)

"Little Jack Horner
Sat in the corner,
Eating his Christmas pie;
He put in his thumb,
And pulled out a plum . . ."

Plums waiting for You!

Advertisers have some mighty rich plums waiting for them in their market "pie" of the WOAI Daytime Primary Area*. Taken as a whole, there's a billion and a half - plus - in Net Effective Buying Income** ready to be tapped by alert merchandising.

But that's only part of the picture. The "Jack Horner plum" is WOAI's home town —the nation's 28th market—a wholesome mouthful for any advertiser's choosing.

Add Austin, Laredo, Victoria and scores of thriving Central and South Texas communities and you've got a choice dish indeed, neatly packaged in WOAI's single-station coverage.

Place your order with your Petry man, today.

* BMB 50%-100% Counties.
** Net E. B. I. $1,282,729,000
©SM 1948 Survey of Buying Power Estimates.

WOAI *San Antonio*
NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

THIS IS Magic Valley

AND THIS IS MAGIC VALLEY'S Pioneer STATION

KRGV

1290 KC
1000 WATTS

Affiliated with
National Broadcasting Co.
LONE STAR CHAIN

Weslaco, Texas

SERVING THE LOWER RIO GRANDE VALLEY OF TEXAS . . .

A land so productive that it has become known as the GOLDEN GARDEN OF AMERICA . . . where a commercial crop is produced every month. Citrus, vegetables, cotton and poultry brought Valley farmers $130,000,000.00 in 1947 and oil production added another $40,000,000.00. Here bank deposits totaled $124,473,512.00 last year. KRGV is

Represented by
TAYLOR-BORROFF & CO., INC.

Respects

(Continued from page 46)

reenacting the World's Series by means of wire reports. After the game a gentleman entered the studio and asked if he were the one who announced the game. Young Mr. Thorwald hesitatingly said yes and awaited the expected criticism. Instead, the gentleman, a visiting New Yorker, put out his hand and slipped the bewildered announcer a $100 bill.

One of the highlights of Mr. Thorwald's career at WRR occurred in 1927, when Gov. Moody of Texas named him as a special goodwill ambassador to publicize a special broadcast Mr. Thorwald was to do from Mexico.

In this capacity, he toured 16 states and called on 35 stations pointing out details of the coming broadcast. The show itself, carried by a hookup of seven Texas stations, gave away $50,000 in Texas products and was considered one of the most successful goodwill gestures of that time.

Another unusual first was scored by WRR in 1928. Participating in the dedication of an underground cavern near Austin, the station broadcast the ceremony from 600 ft. underground stretching its lines one and a half miles.

One of the early-day children's series broadcast direct from a Dallas theatre stage was begun by WRR and is now in its 23rd year. Movie actress Linda Darnell was one who got her start on the program.

WRR's Pioneering

WRR was one of the first stations to sell time, according to Mr. Thorwald. The price was $10 an hour, with 25% going to ASCAP.

In 1939, Mr. Thorwald went into business for himself, doing specialized radio work. As a consultant, he analyzed station problems and assisted in working out operational difficulties.

He joined the Army Air Corps in 1942 and in the ensuing three years was assigned to various air bases in the Southwest. His duty was mostly on staffs handling special services and supervising radio shows of bases in the area. He was returned to inactive status as a major. He was a sergeant in World War I.

In early 1946 he established KRIG Odessa for the Oil Center Broadcasting Co. He stayed for 16 months, leaving the station with a successful black-ink operation.

He then began a personal survey of communities of about 15,000 population without radio service and selected the town of Beatrice, Neb., about 40 miles south of Lincoln, as the perfect spot. His application for a station (250 w, 1450 kc) is now pending before FCC. According to the terms Mr. Thorwald would hold controlling interest with the remainder held by local businessmen.

The philosophy under which he has always operated is to give the people the kinds of programs they can understand and enjoy in a way that's understandable to them. He has always tried to give the public the unusual instead of the run of the mill type of fare.

Homer Snowden, of Snowden Radio and Television, has four television applications on file. They are for Shreveport, Wichita, Oklahoma City and Denver. He also is considering the purchase of several AM stations. His nephew, W. S. Snowden, recently received AM grants for Midland, Tex.; Jennings, La., and Winfield, Kan. [BROADCASTING, Aug. 30]. He has several other AM applications pending.

John Thorwald is a Texan through and through. He was born and raised in Dallas some 40 years ago, attending the Dallas high schools and then spending one year at Southern Methodist U. His major was music and his repertoire includes songs in Spanish, French and Italian as well as English.

One of the things he's mighty proud of is his middle name and what it stands for. For the name of Foldberg is also the name of two famous young men in the sports world, both nephews of his. Hank Foldberg, former great Army end, is slated to play pro football this season, while Hank's young brother, Dan, is now a cadet at West Point and due to follow his illustrious brother's footsteps in the football world.

Management

KEN R. DYKE, administrative vice president of NBC, will marry Mrs. Valerie Young, daughter of Mrs. Reginald Edmonds, of Toronto, Nov. 5 at the Central Presbyterian Church, New York.

FRANK E. PELLEGRIN, national sales manager of Transit Radio Inc., Chicago, has been appointed to the Radio Executive Committee of the National Council of Catholic Men.

MAXSON I. BEVENS has been appointed manager of KDZA Pueblo, Colo. He was formerly commercial manager of KGHF Pueblo.

JAMES C. VOCALIS has returned to his duties as general manager of WLBB Carrollton, Ga., and president of the Carroll Bcstg. Co. of Carrollton. He had taken a leave of absence to assist in his father's business in Atlanta. Upon his return Mr. Vocalis announced the appointment of **JAMES M. MATHEWS** as assistant manager, and **DANIEL L. BENSON** as commercial manager of the station.

Mr. Vocalis

JOSEPH M. TROESCH has been appointed assistant manager of WSTV Steubenville, Ohio. He served as chief engineer of the station and technical director for the Friendly Group (WPIT Pittsburgh, Pa.; WFPG Atlantic City, N. J.; WBMS Boston, and WKNY Kingston, N. Y.). Mr. Troesch retains the latter position.

WILT GUNZENDORFER, general manager of KROW Oakland, Calif., has been elected member of Radio Pioneers. Club is made up of those in radio for 20 years or more.

IRA DILWORTH, general supervisor of CBC International Service, Montreal, will receive an honorary doctorate degree from the U. of British Columbia at Vancouver Oct. 27.

W. B. (Bud) STUHT has been appointed general manager of KTBI Tacoma, Wash. He was formerly advertising manager of KOMO and KJR Seattle.

Mr. Stuht

CHARLES LUCKMAN, president of Lever Bros., Cambridge, Mass., has been decorated with the Star of Solidarity by the Republic of Italy. Decoration was conferred in Rome in recognition of his contributon, as chairman of President Truman's Citizens Food Committee, to Italy's postwar reconstruction.

RICHARD NEHER has been appointed manager of WWNI-FM Wabash, Ind. He was formerly program director of WCSI-FM, affiliate of WWNI-FM in Columbus, Ind.

WALTER COMPTON, general manager of WTTG (TV) Washington, is the father of a girl, Fredricka Maree.

CALVIN J. SMITH, general manager of KFAC Los Angeles and NAB District 16 director, has been named a member of the Los Angeles County Advisory Commission on Music.

This is A BABY CHICK

Usually the chore of the rural High Plains wife, care of chickens is supplemental to the present day farmer, for either the market or his own use. The baby chick is common-place to the High Plains farm . . . just as K-Triple-X is common-place to the everyday listening of thousands of families in Kansas, Nebraska, and Colorado ! ! ! ! !

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

It's impossible

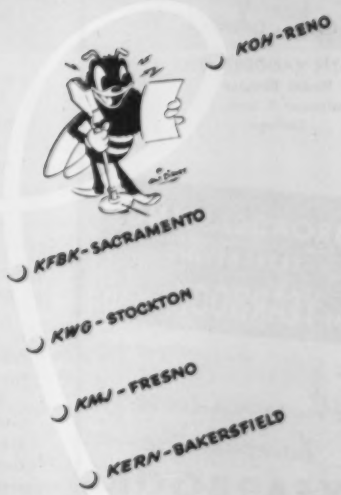
You can't cover California's Bonanza Beeline without on-the-spot radio

Age is against this young man. Just as mountains are against you, if you count on outside radio to cover the Bonanza Beeline. Because this part of California and Nevada is ringed by mountains that hinder outside radio signals.

And the Beeline *is* a bonanza! In gross buying power it exceeds San Francisco and Portland combined. In annual retail sales it tops the whole State of Connecticut.†

So remember that the way to sell the Bonanza Beeline is from the *inside* . . . with on-the-spot radio. With the five BEELINE stations you blanket the whole area. Individually, they do a top job for you. KFBK Sacramento—now 50,000 watts—delivers solid coverage of the whole 21-county Sacramento market.

†Sales Management's 1948 Copyrighted Survey



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Tops with MEDIA DIRECTORS

"Around our shop we use the Yearbook constantly."

Elizabeth Black

ELIZABETH BLACK
Media Director
The Joseph Katz Company
New York City

Tops with MEDIA DIRECTOR

"My preference for reference— BROADCASTING's YEARBOOK"

Selma Schonfeld

SELMA SCHONFELD
Media Director
Brisacher, Wheeler and Staff
Los Angeles

Tops with MEDIA DIRECTOR

"Half of my business is not only what the information is, but where I can get it. And I always find it in the Yearbook."

E. Vanderploeg

EVELYN VANDERPLOEG
Media Director
Schwimmer & Scott, Inc.
Chicago

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

Commercial

JAMES T. AUBREY Jr., formerly with West Coast office of Conde Nast Publications, has joined CBS Western division sales staff. He replaces WILLIAM D. SHAW, who is now assistant sales manager of network's Western division.

FRANK HART has been appointed commercial production manager of WTMJ, WTMJ-FM and WTMJ-TV Milwaukee, Wis. Mr. Hart was formerly chief continuity editor of the stations.

LEONARD TAYLOR has rejoined sales staff of WNJR Newark, N. J. He was formerly New York sales representative for the station. Simultaneously the appointment of Avery-Knodel, New York, as national sales representative was announced.

TED ARNOLD, national sales manager of WHBF and WHBF-FM Rock Island, Ill., has been elected president of the Rock Island little theatre group, the Playcrafters.

RUSSELL C. KAISER has been appointed merchandising director of KWK St. Louis. He has been production manager and program director of the station.

ROBIN BRIGHT has joined KPDN Pampa, Texas, as commercial manager. He was formerly with WGBF Evansville, Ind., as announcer-disc jockey.

ARV JOHNSON has been appointed to represent KSJB Jamestown, N. D., in Fargo, N. D. He was formerly commercial manager of KVOX Moorhead, Minn.

VIRGIL (Buddy) EVANS, formerly with WSPA Spartansburg, S. C., has joined sales staff of WCOG Greensboro, N. C.

CLARK DOZER, commercial manager of WMRN Marion, Ohio, and Betty Steinman were married last month.

GEORGE N. MILLER has been appointed commercial manager at London, Ont., for CHLO St. Thomas, Ont.

TWO KANE EMPLOYES KILLED IN ACCIDENT

I. I. FEMRITE, 51, manager of KANE New Iberia, La., and Clarence M. Ebersole Jr., 24, an engineer for the station, were killed Oct. 15. The two men were riding in Mr. Femrite's car when it was struck by a train in New Iberia.

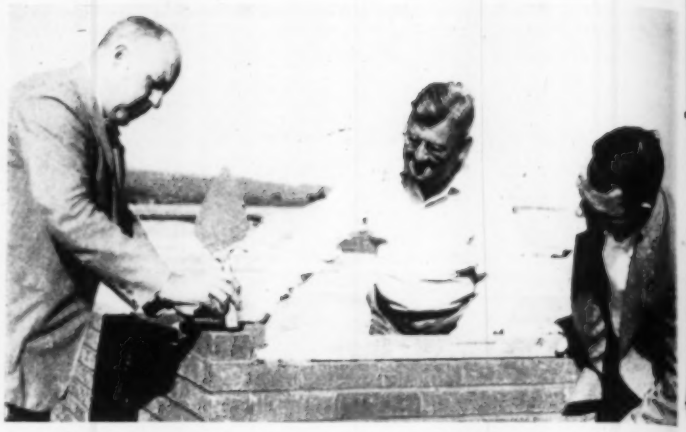
Mr. Femrite reportedly had stopped at a grade crossing to permit a switch train to pass. When he started across the car was struck by a Southern Pacific passenger train.

With AP for 15 years prior to joining KANE, Mr. Femrite had managed the station since its opening three years ago. He was a native of Buffalo Center, Iowa, and is survived by a son Robert, 14, his mother and father and several brothers and sisters.

Mr. Ebersole was a graduate of Gulf Radio School, New Orleans. He is survived by his mother and father and several brothers and sisters.

ABC Meeting

ABC's stations advisory committee is scheduled to meet in New York today and tomorrow, Oct. 25 and 26. The network will be represented at the meetings by Edward J. Noble, board chairman; Mark Woods, president; Otto Brandt, station relations department manager, and Lee Jahncke, station relations manager for ABC-TV, among other executives.



CONSTRUCTION of the home for WMEV Marion, Va., gets under way with laying of the cornerstone. Participating are (l to r) Preston L. Collins, Lieutenant Governor of Virginia and vice president of Mountain Empire Broadcasting Corp., licensee; Bob Wolfenden, station manager, and Marion's Mayor Robert Lane Anderson, president of the licensee firm. Station is daytime only on 1010 kc with 1 kw.

Selling at Home

A TELEVISION spot is being used by television film producers to sell their own services in Hollywood. Churchill-Wexler Productions is using KFI-TV Los Angeles for such a program. Aimed at selling potential advertisers on the sales-pull of television, the firm has undertaken the series to highlight the problems which can effectively be solved by the medium and demonstrates TV's range of techniques.

Cramer - Krasselt Places 5 Milwaukee TV Accounts

FIVE new television schedules in the Milwaukee market have been placed by the Cramer-Krasselt Co., Milwaukee. All Milwaukee TV business is carried by WTMJ-TV.

Ed Schuster Co., local department store, each week sponsors a 20-minute film review of previous Saturday's football games. Firm also sponsors seven two-minute spots a week. Marine National Exchange Bank salutes a key Wisconsin industry each week in its half-hour program, *Salute to Industry*. First Federal Savings and Loan Assn. enters video with two spots a week. Plankinton Packing Co. is sponsoring *Plankinton's Sports Roundup* following Milwaukee and Chicago games of the Green Bay Packers, professional football team, and all Saturday football games carried by WTMJ-TV. Broadway House of Music sponsors a ten-minute interview and film program preceding the professional games.

KMOX St. Louis has been presented with a plaque from the Church Federation of that city "In recognition for the outstanding service to religion by Radio Station KMOX in sponsoring the 'Bible Quiz' program." Presentation was made in honor of program's first anniversary.

New 'Articulated Joint' Tower Planned by KNBC

A NEW type vertical radiator for KNBC San Francisco is now being fabricated by Lehigh Structural Steel Co., according to an announcement by John Elwood, general manager of the station.

The new mechanical feature of the radiator is called an "articulated joint" type of structure and consists basically of an upper guyed tower, mounted on top of a lower guyed tower, with an insulator cone between the two. The complete structure will be 550 feet high. Design and construction of the foundation for the new antenna is now in process, according to Raymond F. Guy, manager of radio facilities engineering for NBC.

New NTFC Chairman

JACK GLENN, executive director of the "March of Time," New York, was elected board chairman of the National Television Film Council Oct. 14, at the board's first meeting. Plans were discussed for speeding ratification of the proposed standard exhibition contract, the projected television-film clearance bureau, catalogue of films and yearly television film awards.

WHNY (FM) Hempstead, N. Y., will change its call letters to WHLI-FM Jan. 1 to conform with those of parent station, WHLI. WHNY duplicates WHLI programs.

SOON 56
First on Your Radio in Memphis, Tenn.

WHBQ
Pulling in a million more listeners on your MUTUAL station in Memphis — A Mighty Market
WM A BIRCH
CONTRACTS made now at present rates receive full year's protection.
CALL OR WIRE
THE WALKER CO.

"Mary, Harding's Elected!"

SEVEN ELECTIONS AGO, a tiny station near Pittsburgh broadcast the returns of the Harding-Cox contest. It was the world's first regularly scheduled radio program.

The station was KDKA. The year was 1920. And what a tremendous change has taken place since then.. in radio, in KDKA, and in Pittsburgh!

Radio, in 1920, was hardly more than a stepchild of science, practically unknown to the public. Only a handful of crystal-set listeners heard that original program, broadcast from a transmitter which radiated less power than is consumed in your 100-watt table lamp.

Now, of course, radio is a major industry.. a source of entertainment and information for uncounted millions.

Pittsburgh, in 1920, was a city of 589,000. Today more than 700,000 dwell within the city limits alone. And in the KDKA-Pittsburgh trading area.. a tri-state region famous for its agriculture as well as its industry, both of which are expanding even further today.. live more than 7,000,000 men, women, and children.

For these people, of course, radio has become a part of everyday life. And for most of them, KDKA.. more than any other station.. means radio. They listen to KDKA for educational and farm programs. They listen for local musical and variety programs. They listen for ever-popular NBC network programs. They listen frequently and they hear well.. for KDKA, alone among Pittsburgh stations, transmits its programs with the full power of 50,000 watts, for the benefit of people not only in Pittsburgh itself but in more than a hundred surrounding counties.

Yes, Pittsburgh and KDKA have come a long way in 28 years. But don't think for a moment that they have stopped growing. Pittsburgh, already launched on a history-making program of civic improvement, looks forward to an even greater future. And KDKA will be part of it.. bringing to all the people of this great area the best that radio offers.

Westinghouse Radio Stations Inc owns and operates KDKA—and KEX, KYW, WBZ, WBZA, WOWO, and WBZ-TV. National representatives, NBC Spot Sales, except for KEX; for KEX, Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBEN
BUFFALO
COURIER
EXPRESS
STATION
5000 WATTS
DAY & NIGHT
AT 970 KC
BLANKETS
BUFFALO and the
NIAGARA FRONTIER
WRITE FOR OUR
NEW COVERAGE MAP

MUTUAL BROADCASTING SYSTEM
WEED & CO. Representatives
In Canada: HORACE N. STOVIN CO.

Turntable

FREDERIC W. ZIV Co., Cincinnati, announces purchase of 69 quarter-hours of its shows by WLIN Merrill, Wis. Also announced, was KFNF Shenandoah, Iowa, purchase of eight programs, four of which are renewals.

CHARLES MICHELSON Inc., New York, has signed contract with WVNJ, new independent in Newark, N. J., to broadcast half-hour mystery strip five nights weekly, when station goes on air later this month. Following shows are scheduled: "The Avenger," "The Sealed Book," "Adventures by Morse," "Liberty Short Stories," and "Honor the Law."

HARRY S. GOODMAN Radio Productions, New York, announces completion of first series of 30 Christmas video spots. Spots, animated cartoons, emphasizing the number of shopping days 'til Christmas, have been sold to agencies in Philadelphia and New York. Agencies and clients have not been announced.

FREDERIC W. ZIV Co., Cincinnati, announces that its "Favorite Story" program, sold to WJZ New York as summer replacement, will continue to be heard with time changed from 4:30 p.m. to 3:30 p.m., Sunday.

VIDEO ASSOC., New York, is filming a series of one-minute television spots for Layne, Leene & Greene, New York, advertising agency. The first is for Till's Fruit Cake Co., Baltimore.

EUGENIA PRICE, owner of Eugenia Price Productions, Chicago, has sold exclusive world distribution rights to "The Addison Pelletier Show," open-end quarter-hour daytime program for three years to Kasper-Gordon Inc., Boston. Miss Price writes and directs and Miss Pelletier narrates the show.

PRODUCTIONS FOR TELEVISION Inc., New York, announces completion of series of one minute commercial films for Stuart Clothes, New York, in which newspaper advertisements come to life, models in ads converse with readers, and Stuart trade mark dances. MYRON MAHLER, Emil Mogul Co., New York, the Stuart agency, prepared the scripts, and BEN PARKER, Television Highlights Inc., New York, directed filming.

CHARLES MICHELSON Inc., New York, announces that entire rights to "The Sealed Book," half-hour transcribed mystery series, have been purchased from WOR New York. Show was produced and directed by JOCK MacGREGOR, WOR mystery producer.

SACK TELEVISION ENTERPRISES, Dallas, has acquired exclusive world television and all non-theatrical rights to "This Is Texas," series of one-reel topical films produced by Nationwide Pictures Inc., Dallas. Four of 1948 group have been completed, and two more are in production.

TEMPO RECORDS Co., Hollywood, has released its first album of long-playing records through retail outlets. Album contains ten 12-inch records, consisting of 100 musical selections. Records play at speed of 33 1/3 rpm, on any dual-speed equipped machine. Total playing time is five hours, each side taking 15 minutes. List price of album is $45.

RICHARD KOLLMAR, who portrays "Boston Blackie," F. W. Ziv package, will receive Linguaphone Institute of America's annual award as representative of radio for his "speech excellence." Mr. Kollmar won award as result of winning national poll held among stars of stage, screen and radio.

Mercury Buys Majestic

MERCURY Records bought the entire assets of Majestic Records Inc., Chicago, for $142,000 Oct. 15 in an open auction sale before Judge Philip Sullivan in Chicago's Federal District Court. Second bidder among the top six manufacturers' representatives present was R. M. Goldberg, who offered $140,000.

Columbia Records Makes Staff Changes for Four

BEN SELVIN has been appointed manager of popular artists and repertoire, Hollywood, for Columbia Records Inc., New York. He remains director of children's records.

Joe Higgins, moving from Hollywood to New York, will act as Eastern manager of artists and repertoire for the firm.

George Avakian, manager of hot jazz classics, will also become manager of the foreign language division, replacing Mitchell Ayres in that capacity. Mr. Ayres will continue as musical director, popular artists and repertoire department.

KYA Move Expected

KYA San Francisco, Warner Bros. station, is looking for new studio space. Its present lease in the Hearst Bldg. in downtown San Francisco expires next May and is not being renewed. The management had been negotiating with the Palace Hotel, which also houses KQW, CBS San Francisco outlet, for space on the roof, but negotiations proved unsuccessful.

BILLY SOUTHWORTH, manager of the Boston Braves, National League pennant winners, is interviewed on WHOB Gardner, Mass., by Duke Savitt, WHOB sportscaster. Station broadcast all Braves-Red Sox games sponsored by Atlantic Refining and Narragansett Beer this season.

SERIES SPECTATOR
Son of Ex-Boston Braves Manager Sees Games

GEORGE STALLINGS Jr., son of George Stallings, manager of the Boston Braves when they won their first National League pennant in 1914, saw the Braves battle in the World Series again this year, thanks to Lockwood Doty, news director of WCON Atlanta.

Mr. Stallings Jr. had followed in his father's footsteps, becoming an infielder for the Chattanooga ball club before the war. Young Stallings was badly wounded during the war, however, and his baseball days were over. Since then he has managed his family's farm in Georgia and followed the exploits of his favorite team—the Braves—from afar.

When the Braves won the pennant again, Mr. Stallings Jr. wrote to Manager Billy Southworth for tickets. His request fell in with the thousands of other such requests, and the reply came back: "Sorry, no more tickets."

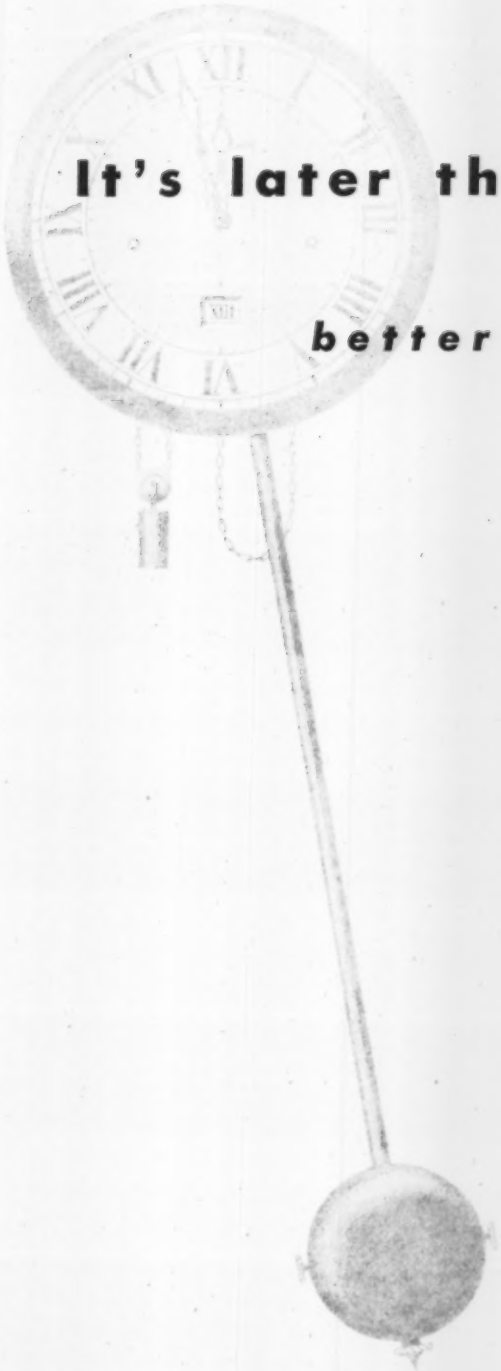
Mr. Doty saw the story on the news wire and got in touch with the news department at WCOP Boston, where he had worked. WCOP's sports director, Chuck Crosby, contacted the Braves' owners and told them the story.

An invitation went to young Mr. Stallings and his mother, asking them to see the series as guests of the Braves. Mrs. Stallings couldn't go because of ill health, but her son was there, cheering for his father's old team.

'Lone Ranger' Wins

U. S. DISTRICT Judge Theodore Levin dismissed action filed against The Lone Ranger Inc. and General Mills by Earl W. Curry, termed a "self-styled Lone Ranger," in Detroit last Monday. Case was the 16th won by the ABC *Lone Ranger* show. Mr. Curry was classed as an "imposter" in an injunction brought against him in Scranton, Pa., Federal district court.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE



It's later than you think . . .

better make your plans NOW!

If you want to be among the first aggressive television advertisers to tell your story to this major market—better make *your* plans *now!*

The time is now!

The stage is set—WMCT will be on the air in December! Our equipment (RCA throughout) has been installed and tested—complete engineering and operating personnel for studio, remote, and film service are on the job.

We'll be ready!

It's *your* move—make *your* wishes known *now,* if you want to get in on the ground floor. The same folks who have made WMC and WMCF your best buy in the Memphis market, will be running the show on WMCT—and we'll be ready!

What about facilities?

Only the best. No expense has been spared to bring you the finest Television service to be found *anywhere.* Here is some of the equipment that will work for you: two studio cameras; two field cameras; one film camera; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; an RCA unit complete with micro-wave relay equipment; to say nothing of two studios—one 28 x 34 ft. and an auditorium seating 1,050 people, complete with large stage, dressing rooms, and scenery storage. Time is short—It's later than you think! Make *your* plans *now!*

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WMC - WMCF - WMCT *owned and operated by the Commercial Appeal*

The 1304 is *TOPS!*

TOPS in Reproduction quality—operating convenience

REPRODUCTION QUALITY? The Western Electric 1304 Set combines the 109 Type Reproducer Group with its extremely low intermodulation distortion and a unique new driving mechanism (shown in Fig. 1) that cuts flutter to a value lower than many standard recording equipments.

Even the small amount of flutter originating in the mechanism's simple gearing is damped in the novel filter of Fig. 2. Result: a flutter level, *including wow,* of less than 1/10 of 1% *at both 78 and 33-1/3 rpm.*

The platter has been isolated from the sources of rumble by means of the drive isolation coupling (Fig. 4), the fabric belt, and by mounting the entire drive mechanism on rubber vibration mounts (Fig. 3). The large drive pulleys, the use of large belt wrap around, and an adjustable spring loaded idler pulley prevent belt slippage problems.

OPERATING CONVENIENCE? Speed change-over at the throw of a switch. Acceleration to 33-1/3 rpm in *1/9 revolution*—to 78 rpm in *less than 1/2 revolution.* Rapid slowdown — no overdrive — convenient flange on platter for quick stopping.

And playing time variation is *less than ± 2 seconds in 15 minutes!*

Scientific placement of elements facilitates operation. An annular groove in the platter makes it easy to grasp edge of 10- or 12-inch records. 706A Guard provides automatic arm rest, keeps stylus from dropping on panel, catching in turntable felt, or striking edge of revolving platter.

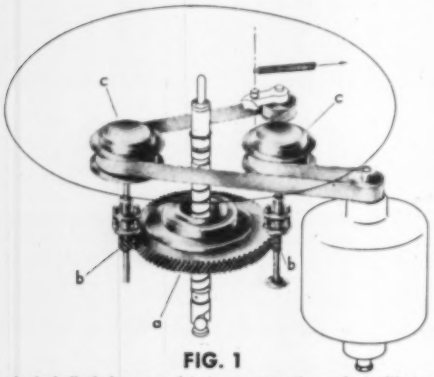


FIG. 1

A single helical ring gear (a), is permanently meshed with two pinion gears (b), each driven by an overriding clutch (c). Reversing direction of motor rotation disengages one overriding clutch, engages the other to change platter speed. Permanently meshed gears eliminate possibility of flutter caused by wear of engaging and disengaging.

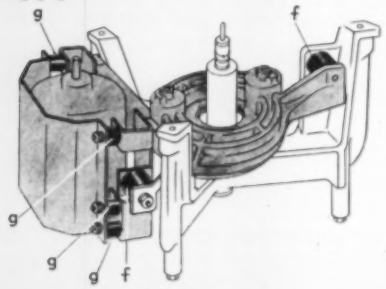


FIG. 3

The entire mechanism, including motor, floats separately from frame and platter shaft on three large rubber mountings (f). Motor, in turn, is isolated from the gear system by smaller rubber mountings (g) and the use of belt drive.

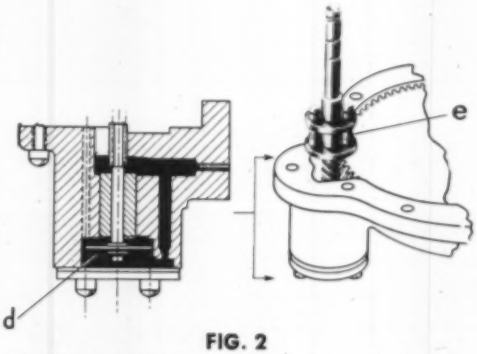


FIG. 2

As shown in cut-away view, a coupling (e) allows each pinion and associated shaft to move a short distance along its axis. The bottom of each pinion shaft projects into an oil-filled chamber (d) for damping axial motion. Because of the helical gearing and the high inertia of the turntable platter, irregularities in the drive tending to cause flutter are taken up and damped in axial motion of the driving pinion.

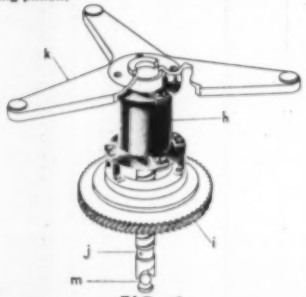


FIG. 4

Drive isolation coupling (h), provides the only connection between driving gear (i), platter shaft (j) and platter support (k), completing the separation of drive mechanism from platter. This coupling—very rigid in rotational plane, highly flexible in all others—transmits the driving motion, but isolates the rumble-causing motion. Platter and support ride on a hardened single ball thrust bearing (m).

TOPS in flexibility of installation

THE WESTERN ELECTRIC 1304 Type Reproducer Set is a single compact unit, readily adaptable to a wide range of installation requirements. It is available in a variety of cabinet arrangements to permit the greatest possible flexibility in installation.

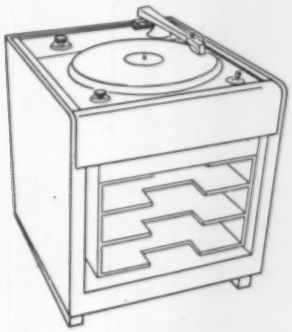


FIG. 5

The 1304 Reproducer Set includes a floor type cabinet with or without a removable door. The 701A Shelf is available which provides record storage space (Fig. 5), or the cabinet may be arranged for mounting standard amplifying equipment (Fig. 6). In either case, additional space for equipment is available at the rear of the cabinet.

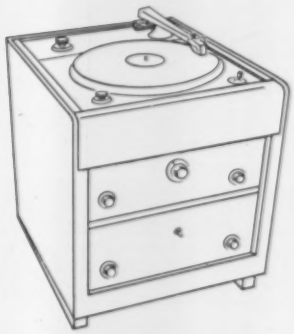


FIG. 6

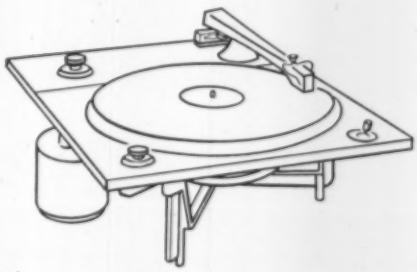


FIG. 7

If you want the superb reproduction and the operating convenience of the 1304—but prefer to use an existing table or a specially built cabinet—just specify the 304 Type Reproducer Panel. This is a complete panel unit, all ready to install, with exactly the same drive mechanism used in the 1304. The 109 Group with 706A Guard, on-off and speed-change switches and platter are all included.

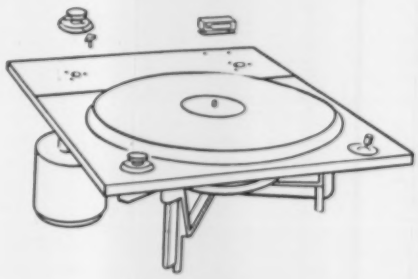


FIG. 8

You can also use the drive mechanism of the 1304 with your own reproducer group. The 305A Panel is drilled to take the 109 Type Group, and is furnished with 706A Guard, equalizer knob and the required hardware for mounting the 109 Type Group. The 305B Panel can be drilled in the field to mount reproducer groups other than the 109. (706A Guard and equalizer knob not included.)

For complete information on the 1304 Reproducer Set, 109 Type Group — or on the 304, 305A or 305B Panels — call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

Western Electric

—QUALITY COUNTS—

Giveaway Rules

(*Continued from page 23*)

said FCC should not be influenced by claims that failure to adopt rules would be an open invitation to the industry to "shoot the works." But he conceded there are some "undesirable" programs He suggested that contests in which the winners are decided by "a spin of the wheel," or where the questions are exceptionally easy or exceptionally hard, might be considered a violation of the lottery law. He said FCC should go to Congress, refer specific programs to the Justice Dept., or depend upon the findings of the courts.

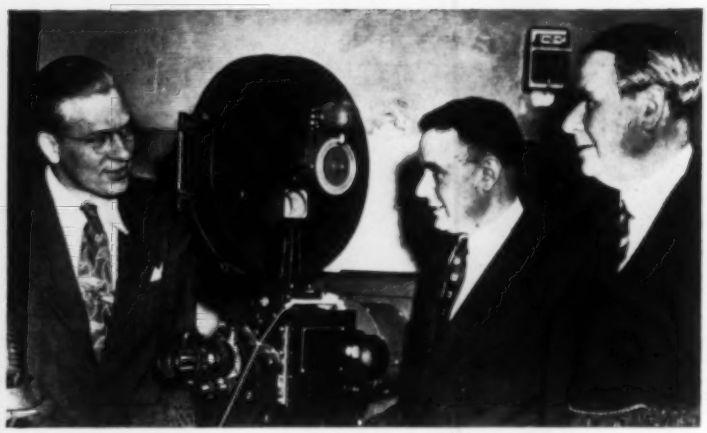
Isaac W. Digges, speaking for Radio Council of National Advertisers, argued that the "sole question" is whether FCC can declare a program to be illegal when it is not illegal. He said FCC's proposal to ban giveaway programs where the winner is required to supply money or a thing of value is a correct interpretation of the lottery law; otherwise, he said, the rules describe programs which are not illegal.

He said Mr. Porter advocates "trial by error" which would let a station "sit by in purgatory, and perhaps suffer the loss of his license," while the question of FCC authority is being decided.

Julius Brauner, CBS general attorney, said he was "shocked" at former Chairman Porter's belief that giveaways are "evil" and for that reason should be eliminated by FCC. The proposed rules, Mr. Brauner asserted, would prohibit programs which are not illegal. He said FCC should call upon the Justice Dept. to prosecute any cases it considers against the lottery law.

Chairman Coy assured him that "we would be very diligent" about referring cases to the Justice Dept. "if that were the only way to do it."

Mr. Margraf, for NBC, particularly urged that FCC not ban "quiz and contest programs which are limited to members of studio and theatre audiences, or which exclude from participation members of the listening audience." Such programs, he said, do not "buy" audiences and have never before been seriously questioned.



PROJECTION room equipment of WPIX (TV) New York is explained by Robert L. Coe (l), station manager, to (l to r) Steve Toby, head of BBC engineering department in New York, and Lord Simon, chairman of the board of governors of BBC. Lord Simon is in this country to study the latest electronic developments.

Pierson's Views

W. Theodore Pierson, Washington radio attorney appearing for some 22 broadcasters, felt it would be impossible for FCC to write rules covering all lottery programs without covering some that are not lotteries. Trying to draw the line, he said, involves "a bigger game of chance" than any at which the proposed rules are directed.

He felt it would be better for FCC to undertake to decide, upon request, whether it considered specific programs to be lotteries. Under his plan, the Commission would refuse authorizations for any station which planned to operate in violation of the statute against lottery programs.

Attorney Arthur W. Scharfeld, also of Washington, suggested that FCC ask Congress for authority to issue cease-and-desist orders against programs which it regards as violations of the lottery law. The present law, he said, is "penal only, and was intended by Congress to be so." He maintained that FCC, in acting on renewals, could not consider "violation" of the lottery statute unless the violation was proven in a court trial.

Edward K. Wheeler, Washington counsel for KXLY Spokane and the other "XL" stations of the Northwest, argued that the proposed rules would still permit studio-participation giveaways and therefore would discriminate against smaller independent and network-affiliated stations which could not afford studio shows of major scope. He claimed FCC, the Post Office Dept. and the Justice Dept. should "get together" on a uniform interpretation of the lottery law.

Richard Paul, representing Louis G. Cowan Inc., argued that shows like the Cowan-produced *Stop the Music* are both educational and entertaining, are not lotteries, and attract listeners who have no expectation of becoming winners.

He said he hoped the day's arguments would convince the Commission that giveaways are not lotteries. If FCC is not convinced, he said he hoped it would continue to act "through civil channels, not criminal channels." His client, he noted, naturally is "not particularly anxious to be indicted."

Fletcher for WARL

Frank U. Fletcher, defending his WARL Arlington, Va. against an FCC hearing examiner's recommendation that a former WARL program be found a violation of the lottery law, maintained that the show clearly was not a lottery and "obviously" had none of the evils attributable to lotteries. He said that statistics on the contest demonstrated that it was at least 97% a contest of skill.

The program *Dollars for Answers* is currently off the air because of cancellation by the sponsor and "our inability to sell it to anybody else," Mr. Fletcher declared.

Do or Die for Benny

THE CONTROVERSY over giveaway programs evidently has become more serious than even the most excitable gloom-spreaders ever guessed. In Ravenna, Ohio, Oct. 19, a farmer who prefers Comedian Jack Benny to giveaway programs shot and killed a tenant, holding dissenting views. According to Sheriff George Shields the trouble began last Oct. 10 when the landlord wanted to tune in the Jack Benny show and the tenant disagreed, demanding that giveaway programs were superior entertainment. Harbored resentment flared again last Tuesday over the same issue and the fatal accident resulted.

WALLFLOWER.....

DULUTH, MINN.—Don't expect Otto Mattick at your next house party . . . his social life is nil. He's keeping his nose to the grindstone 24 hours a day in order to keep up in the booming Duluth-Superior Market.

And no wonder . . . this is Otto's chance to make his mint and retire for life. Business in the Duluth-Superior Metropolitan District is terrific . . . in just two years, effective buying income has jumped 27.6% and retail sales have zoomed 83.2%. These money-happy, eager-to-buy Duluth-Superior residents are guided in their buying by their pet radio station, KDAL.

Here is a wealthy and swiftly-growing market that you can't afford to miss . . . and KDAL will see that you don't. Contact Avery-Knodel and learn why.

NBC AFFILIATE

WORZ

ORLANDO
FLORIDA

1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York

October, 1948

Miss Linnea Nelson
J. Walter Thompson Co.
420 Lexington Avenue
New York 17, N. Y.

Dear Linnea:

Our morning programs have just been given a treatment. You might not guess it from simply seeing a schedule. That's why this letter seems indicated.

We haven't gone berserk, either. Ed W. Mitchell and Charles John Stevenson are still taking turns with "Chanticleer" between 6:15 and 7:00. Martha and David Brooks have been in such demand we've had to extend their show. It currently runs from 9:05 to 9:50. These people are just plain solid with our public and our clients as you well know.

But between these shows we have inserted a red-headed youngster named Vern Cook. He has air charm -- but plenty. To make more room for him, we dropped "Tillie Lou" which drew 43,000 letters last year. That lets you know what we think of Cook.

All the old program wedges -- the spots with special group appeals which drove some of the customers to other wavelengths -- are gone. It's all smooth listening now from 6:00 AM right on into network time. That means something to your clients, and, as I say, you might not sense how important all this is from our printed schedule.

The foregoing is to tell you -- not sell you -- but just in case you want to get some really special results in the WGY area for one of your accounts, Jim McConnell and his NBC Spot Sales crew are still taking orders. There really isn't much morning commercial time left at WGY and some late starters are going to be disappointed. Check Jim if you don't believe me.

Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs

'Voice' in Peril

(*Continued from page 25*)

Atlantic City last year. Mexico already has filed intent to put a 150 kw station on 540, with the U. S. on record as opposed to such use of the channel.

Should the Mexico City conference fail, the present orderly system of allocations will break down, the Atlantic City convention would be in jeopardy and the Cairo agreement of 1938 would remain in effect. Cairo did not allocate 540 kc to broadcasting.

Jointly opposed to priorities allocation are the U. S. and Great Britain. They contend that any allocation should be based on propagation characteristics of the frequencies as well as ability of each nation to utilize the channels they request and finally their broadcasting skill and activity.

When the main U. S. delegation left for Mexico City earlier in the week members carried instructions drawn up after a series of conferences at the State Dept.

Invitation to Sens. Tobey and McFarland to attend as delegates was construed as a healthy sign in telecommunications activity. Sen. Tobey has long felt the Senate committee should participate in world conferences because such treaties clear through it before reaching the Senate for ratification.

The State Dept. announcement of the conference cited these objectives:

The aim of the forthcoming Conference is two-fold: the first is to work out a plan of frequency allocations within the bands of the radio spectrum set aside for high frequency broadcasting by the International Radio Conference at Atlantic City in 1947, and the second is to agree upon a Convention which would establish an international organization to have cognizance of high frequency broadcasting. The plan drawn up by the Conference will be forwarded to the Provisional Frequency Board of the International Telecommunication Union for inclusion in a report to a Special Administrative Conference which will consider these recommendations to complete the reallocation of the entire radio frequency spectrum.

Nominations of Ambassador Norweb and Commissioner Sterling were approved last Tuesday by President Truman.

Named by the President to serve as delegates, besides Sens. Tobey and McFarland, were Francis Colt de Wolf, chief, Telecommunications Division, Dept. of State; A. Gael Simson, consultant, Communications Liaison Branch, Dept. of the Army; Fred H. Trimmer, chief, Facilities Planning Branch, Division of International Broadcasting, Dept. of State.

Other members of the U. S. delegation serving as advisers are:

Edward Cooper, secretary, Senate Committee on Interstate and Foreign Commerce; Louis E. De La Fleur, assistant chief, Frequency Allocation and Treaty Div. FCC.; Mucio Delgado, chief, Radio Program Branch, Div. of International Broadcasting, State Dept.; Raymond L. Harrell, telecommunications attache, American Embassy, Havana; Perry Harten, assistant to the chief, Programming Section, Div. of International Broadcasting, State Dept.; Jack W. Herbstreit, assistant chief, Frequency Utilization Research Section, Central Radio Propagation Labs, National Bureau of Standards; Howard Hotchner, deputy chief, Language Section, Radio Program Branch, Div. of International Broadcasting, State Dept.; Joseph M. Kittner, assistant to the general counsel, FCC; Roger C. Legge Jr., propagation analyst, Div. of International Broadcasting, State Dept.; Curtis B. Plummer, chief, Television Broadcast Div., FCC; Dudley G. Singer, attache, American Embassy, Mexico; A. Prose Walker, head, Allocations Section, Television Broadcast Div., FCC.

Industry advisers are:

Walter E. Benoit, member of board, Westinghouse Radio Stations Inc.; Charles B. Denny, executive vice president, NBC; Royal V. Howard, director of engineering, NAB; George Edward Hughes, vice president, director of international broadcasting, Associated Broadcasters Inc.; Walter S. Lemmon, president, World Wide Broadcasting Corp.; Louis Henry MacDonald, chief engineer, World Wide Broadcasting Corp.; Justin Miller, president, NAB; Don E. Petty, general counsel, NAB; Forney A. Rankin, executive assistant to the president, NAB; James P. Veatch, manager, Frequency Bureau, Laboratories Div., RCA.

Press Liaison Officer: Dorsey Fisher, first secretary and public affairs officer, American Embassy, Mexico.

Secretary of the Delegation: Ellis K. Allison, International Conferences Div., State Dept.

Special Assistant to the Chairman: Vivian N. Cartwright, special assistant to the chief, International Radio Frequencies Section, International Broadcasting Div., State Dept.

For Spot and Local Advertisers

Two high-rated programs available locally for sponsorship in one or more leading U. S. markets. Live broadcasts. Low pro-rated costs.

THE SHADOW

Sundays 5-5:30 PM NYT

THE FALCON

Mondays 8-8:30 PM NYT

For complete information . . .

Mutual Broadcasting System

Cooperative Program Department • New York & Chicago

FCC ISSUES REVISED ORGANIZATION RULES

A REVISED EDITION of FCC's organization rules (Part 1, Subpart A), reflecting changes ordered previously, was issued by the Commission last Thursday.

Principal changes relate to the nomenclature of organizational units within the Commission as put into effect last summer [BROADCASTING, June 14], and realignments made within the Engineering Bureau more than a year ago [BROADCASTING, July 21, 1947].

Under the nomenclature changes departments became known as bureaus, sections became branches, and units became sections.

The Commission meanwhile authorized its secretary, upon approval of the engineering and law bureuas, to act on FM stations' applications for authority to transmit multiplex facsimile. Heretofore the Commission itself has acted on these applications.

FCC also revised and simplified its rules relating to the issuance of new, renewed, replacement and duplicate commercial radio operator licenses. The changes, it was explained, are "procedural in nature."

AM Station Airing Shows From Nearby KRCC (FM)

KRCC (FM) Richmond, Calif., and KTIM in nearby San Rafael planned to commence a schedule of joint broadcasts on Oct. 24.

Four hours of programs daily (9-11 a.m. and 12:30-2:30 p.m.) originating at KRCC are being picked up and re-broadcast by KTIM, 1 kw daytimer on 1510 kc. No lines are used; the programs are re-broadcast from direct air pickup.

"This is the ideal way for an independent FM station to get 'off the hook'," according to KRCC Manager Phil Bernheim. "We expect to get enough revenue from our share of the time sales to keep the FM operation in the black . . ."

Road Show Troupes Formed by Godfrey

Plan Has CBS Approval; Purpose Is to Aid Young Performers

FORMATION of road-show entertainment troupes, reminiscent of the famed Major Bowes amateurs, was announced last week by Arthur Godfrey Productions Inc.

Mr. Godfrey's company has been licensed by CBS to organize the travelling troupes as "Arthur Godfrey's Talent Scouts Units." Effective today (Oct. 25) Larry Puck, veteran showman, joins the company as general manager of the Talent Scouts units.

Each show to be put on the road by Mr. Godfrey's organization will be a "self-contained, one-hour, streamlined stage revue," according to the announcement.

Mr. Godfrey explained that he hoped to give young performers a chance "to build their reputations and lead them to other advantageous engagements in theatres, radio, movies and night clubs."

Members of the board of directors of Arthur Godfrey Productions are Frank White, president of Columbia Records Inc.; James M. Seward, CBS vice president in charge of operations; Arthur Hull Hayes, general manager of WCBS New York; C. Leo de Orsey, Washington attorney; Arthur F. Driscoll, Paul D. O'Brien and T. Newman Lawler of the law firm of O'Brien, Driscoll, Raftery and Lawler.

Sexton for Godfrey

Jack Sexton, announcer and conductor of an informal chatter program for WBBM Chicago, last week was hired by WCBS to replace Mr. Godfrey on the latter's early morning broadcasts starting Nov. 1 [BROADCASTING, Oct. 18].

Mr. Sexton will broadcast in Mr. Godfrey's spot, Monday through Saturday 6-7:45 a.m. under the name of Jack Sterling, which is the property of CBS.

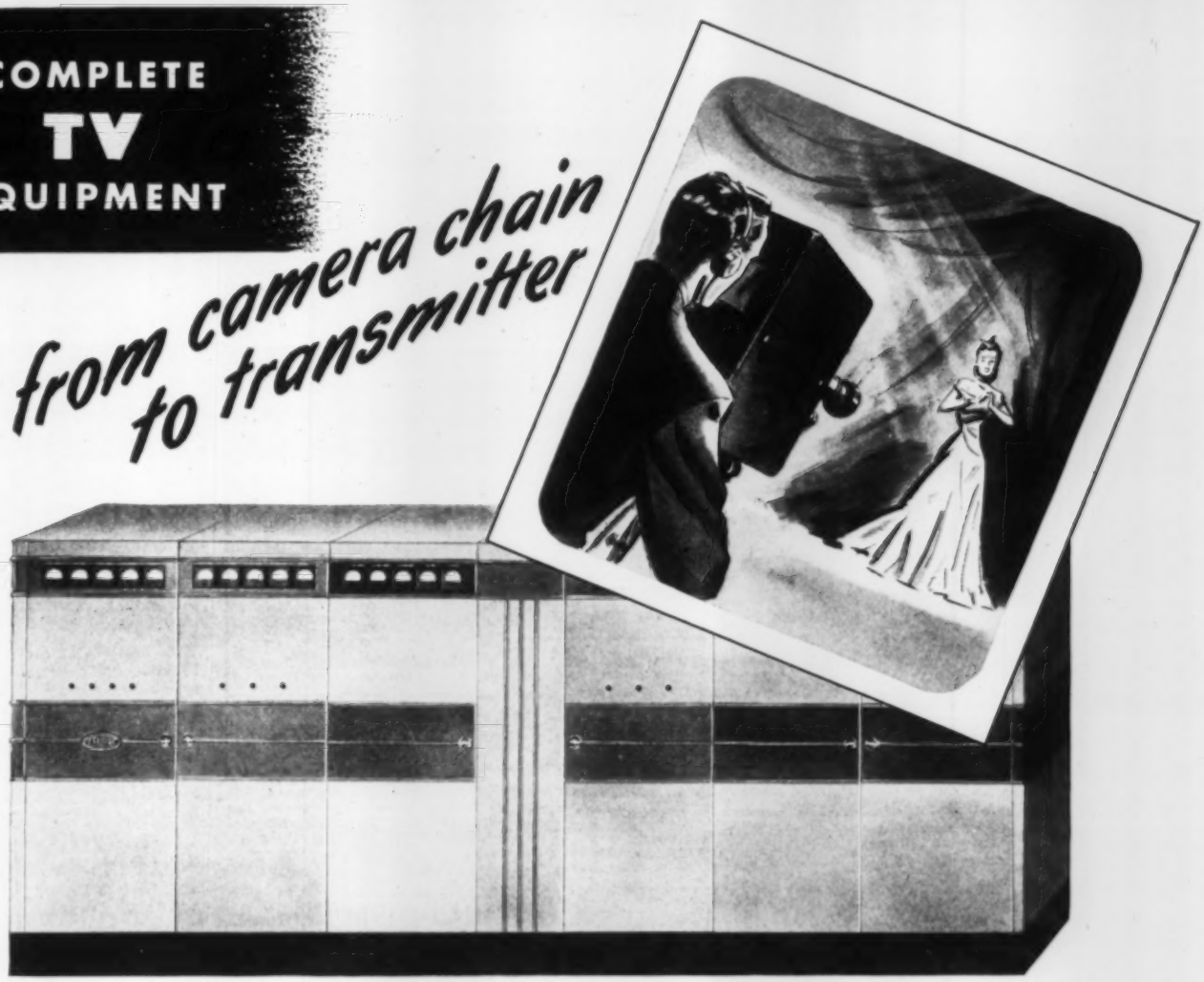
Mr. Sexton, or Mr. Sterling, as he will henceforth be called, has been in radio for 10 years. Before joining WBBM he was with KMOX St. Louis, WTAD Quincy and WMBD Peoria.

Eddie Gallaher, WTOP Washington disc jockey, will replace Mr. Godfrey in the 7:45-9:25 a.m. slot on that station. Stint, six-days a week, is broken only by quarter hour newscast at 8 a.m. and five minutes of news at 9 a.m. Mr. Gallaher, who takes over new duties Nov. 1, will continue with his *National Moondial*, 11:30 p.m.-12:30 a.m. each weekday night on WTOP.

REORGANIZATION of Canadian Assn. of Broadcasters was discussed by James T. Allard, general manager of CAB, at luncheon meeting of Radio Executives Club of Toronto, Oct. 13, at King Edward Hotel, Toronto.

COMPLETE
TV
EQUIPMENT

from camera chain to transmitter



LOOK TO RAYTHEON FOR *ALL* YOUR NEEDS

RAYTHEON is prepared to furnish complete equipment for television stations. Through this one dependable and reliable source of supply you can obtain any single item or an entire installation ranging from camera chains to antenna and associated equipment . . . including 50 watt microwave equipment for remote pickup, STL, or point-to-point relay. Raytheon stands ready to provide you with prompt and intelligent service at all times.

RAYTHEON

NEW ENGLAND
Albert Keleher, Jr.
Raytheon Manufacturing Co.
Waltham 54, Mass.
WA. 5-5860, Ex. 422

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozzens
Ben Farmer
222 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 7-1550

SAN FRANCISCO, California
E. J. Rome
49 California Street
Sutter 1-0475

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

WILMINGTON, CALIFORNIA
J. L. Lovett
404 North Avalon Blvd., Terminal 4-1721

RAYTHEON
Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Industrial and Commercial Electronic Equipment,
FM, AM and TV Broadcast Equipment, Tubes and Accessories
WALTHAM 54, MASSACHUSETTS

TWO NARND BOOKLETS ISSUED ON TV, NEWS

PUBLICATION of two booklets, *Tips for the Small Station Newsroom* and *Getting Ready for Television*, was announced yesterday (Sunday) by the National Assn. of Radio News Directors. The booklets comprise articles by 19 members of the association, and are to be distributed free to NARND members.

Initial distribution will be at NARND's convention in St. Louis Nov. 12-14, and a system probably will be devised to make the booklets available to non-member stations and journalism schools, John F. Hogan, NARND president and WCSH Portland, Me., news director, said. Mr. Hogan wrote the forewords for both booklets.

Tips for the Small Station Newsroom was edited by Fred M. Hinshaw, WLBC Muncie, Ind., chairman of NARND's small stations committee, and the contributors included:

Paul Wagner, WOSU Columbus, Ohio; Tim O'Sullivan, WGL Fort Wayne, Ind.; Dick Doty, WCON Atlanta; Robert Horn, WRFD Worthington, Ohio; Bill Tompkins, WROW Albany, N. Y.; Bob Lindsay, WKOW Madison, Wis.; Jim Bormann, WMT Cedar Rapids, Iowa; F. O. Carver, WSJS Winston-Salem, N. C.; Dick Faler, WTAD Quincy, Ill.; Paul Ziemer, WKBH La Crosse, Wis.; Mort Linder, WSBT South Bend, Ind.

Television newsmen contributing to *Getting Ready for Television*, which was edited by Jack Krueger, WTMJ-TV Milwaukee, chairman of NARND's new TV committee, were:

Adolph Schnieder, NBC, New York; Allen Martin, WPIX New York; Edmund Chester, CBS, New York; Jim Lawrence, KSD-TV St. Louis; Spencer Allen, WGN-TV Chicago, and Jonathan Rice, KTLA Los Angeles.

HOOPER TOP 20 STATIONS IN U. S.

Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index

JULY-AUGUST 1948

	MORNING		AFTERNOON		EVENING	
Rank	Station	Share of Audience	Station	Share of Audience	Station	Share of Audience
1	KRNT Des Moines	43.5	WKY Oklahoma City	46.2	WJW Cleveland	42.5
2	WCCO Minn.-St. Paul	41.8	WOAI San Antonio	45.1	WKDA Nashville	37.8
3	KOIL Omaha	41.5	KRNT Des Moines	38.9	WSGN Birmingham	36.7
4	WRVA Richmond	41.1	WOW Omaha	37.8	WOAI San Antonio	34.4
5	WKY Oklahoma City	38.6	WHEC Rochester	36.6	WHIO Dayton	34.0
6	KSL Salt Lake City	37.8	KOA Denver	36.4	KGW Portland, WBNS Columbus, WKY Okla. City	33.9
7	WFBL Syracuse	37.5	WRVA Richmond	36.2	WFLA Tampa	33.6
8	WCOL Columbus	37.1	WMC Memphis	34.5	WHAS Louisville, KXOL Fort Worth	33.1
9	WISH Indianapolis	36.6	WAVE Louisville	34.1	WPDQ Jacksonville	33.0
10	WTOL Toledo	36.0	KPRC Houston	34.0	WCPO Cincinnati	32.9
11	WBEN Buffalo, WQAM Miami	35.8	WFBL Syracuse	33.7	WNEB Worcester	32.6
12	WFBR Baltimore, WJW Cleveland	34.3	WNEB Worcester	33.2	WOW Omaha	32.5
13	WHIO Dayton	33.4	WSPD Toledo	32.9	KATL Houston	32.4
14	WHEC Rochester, WSPD Toledo	33.2	WBNS Columbus	32.7	WCCO Minn.-St. Pl.	32.1
15	WBBM Chicago	33.1	WIBC Indianapolis	31.7	WRVA Richmond	32.0
16	KOIN Portland	31.4	WJAX Jacksonville	31.5	WBEN Buffalo	31.8
17	WSGN Birmingham	31.1	WSB Atlanta	31.3	WHDH Boston	31.5
18	WBNS Columbus	30.8	KNBC San Francisco	31.0	KSL Salt Lake City	31.3
19	WPRO Providence	30.4	WCCO Minn-St. Paul	30.9	WSPD Toledo	30.6
20	WDSU New Orleans	30.2	WHO Des Moines, KGW Portland	30.5	WTMJ Milwaukee, WISH Indianapolis	30.4

This tabulation includes subscribing stations in those cities where city Hooperatings were measured during the months used as a base for this report.

(Editor's Note: These listings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous coincidental surveys.)

WILLIAM D. MURDOCK WOIC (TV) SALES HEAD

WILLIAM D. MURDOCK has been appointed sales manager of WOIC (TV), the new Washington television station owned by WOR New York and scheduled to go on the air on Channel 9 in January 1949. His appointment was announced by Eugene S. Thomas, general manager for WOIC. The position becomes effective Nov. 15.

Mr. Murdock

Since 1946 Mr. Murdock has been sales manager and assistant general manager of WOL, the MBS outlet in the Nation's Capital. He was previously sales manager and assistant general manager from 1932 to 1946 of WTOP-CBS Washington, where he helped to develop Arthur Godfrey as a radio personality.

A native of Washington, Mr. Murdock is a member of the District Advertising Club, Sales Executive Club, Lions Club and Grocery Manufacturers Representative Assn. He resides in Washington with his wife, Ethel, and son, Michael.

NARND Sessions

WEATHER NEWS broadcasts will be a featured discussion when National Assn. of Radio News Directors meets Nov. 12-14 at Hotel De Soto, St. Louis. Appearing on the small stations panel Friday afternoon, Nov. 12, James C. Fidler, training officer in charge of broadcasting, U. S. Weather Bureau, Washington, D. C., will talk on weather news as broadcast by AM stations. He will also appear on the television panel Sunday morning, Nov. 14, to discuss weather news telecasts, according to Soren H. Munkhof, news director of WOW Omaha and program chairman for the convention.

BMI's Librarian Seminar Scheduled for Nov. 1-2

MORE than a score of registrations had been received last week for BMI's first course for station librarians, to be held at BMI headquarters in New York, Nov. 1-2. During the illness of Roy Harlow, BMI director of station relations, the course will be supervised by Ken Sparnon, field representative and a former NBC musical director.

Designed to demonstrate modern methods of practical operation of a station music library with the goal of achieving better programming at lower costs, the two-day seminar will include sessions on organizing and maintaining the library, with details of cataloging and indexing, on copyrights, on television, program building, and similar topics. Guest speakers from the networks and New York independent stations will augment the faculty of BMI executives. BMI plans to repeat the course at frequent intervals.

Miller on ABC

JUSTIN MILLER, NAB president, will appear on ABC's *Youth Asks the Government* Oct. 25, 8-8:15 p.m., appearing as representative of the U. S. Commission for UNESCO. He will also represent NAB.

EYE APPEAL as well as LISTENER INTEREST
RADIO PICTURE ALBUMS
FOR YOUR STATION
Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.
No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.
Exclusive rights — American albums are available to only one station in each city.
Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.
Finest available — American albums are individually designed, and beautifully executed — the finest available.
Write, wire or phone — Full information gladly sent without cost or obligation to you.
Act today — write, wire or phone for complete details. No obligation.
Phone 4-3262
American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.,
350 Madison Ave., New York.

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

Lima Gets Grant; Sky Way Is Denied

IN ITS SECOND final decision in the case, FCC last week granted Northwestern Ohio Broadcasting Corp.'s application for 1150 kc with 1 kw fulltime at Lima, Ohio, and denied Sky Way Broadcasting Corp.'s request for the same frequency with 5 kw day and 1 kw night at Columbus.

The original "final" decision, which also favored Northwestern, was subsequently set aside on grounds that it contained an "erroneous" finding of fact. FCC held that a new oral argument was desirable since a quorum of the Commissioners who heard the first argument was no longer available [BROADCASTING, Sept. 27]. The new argument was held Oct. 15.

In its new decision the Commission amplified the explanation of its preference for Northwestern, but still based the choice on the equitable-distribution provisions of the Communications Act. It was pointed out that Lima has one fulltime station while Columbus has three fulltime outlets and one daytime noncommercial educational station.

Choice Factor

"In our opinion," FCC said, "the decisive point in favor of Lima, unlike Columbus, is the fact that the listening public of Lima has no choice of locally originated programs."

Comr. Robert F. Jones, who owned a minority interest in Northwestern before he joined the Commission, and Chairman Wayne Coy did not vote on the case.

Northwestern is headed by George E. Hamilton, banker and real estate man, who owns 45.5%. The rest of the stock is owned (27.27% each) by William L. Rickman and Robert W. Mack, local businessmen. The company anticipates affiliation with Mutual. Sky Way is headed by Gustav Hirsch, Columbus businessman, and is owned by 28 persons, none of whom has more than 8%.

FIRST 15 PROGRAM HOOPERS—Oct. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell*	219	Andrew Jergens (Orr)	21.4	17.8	+3.6	9
McGee & Molly	144	S. C. Johnson & Son (NL&B)	20.1	23.0	—2.9	2
Jack Benny*	163	American Tobacco (BBDO)	19.0	20.6	—1.6	4
Bob Hope	131	Lever Bros. (Y&R)	19.0	23.0	—4.0	1
Radio Theatre	153	Lever Bros. (JWT)	17.9	21.6	—3.7	3
Phil Harris-Alice Faye	163	Rexall Drug (BBDO)	17.5	16.5	+1.0	13
Suspense	161	Electric Auto-Lite (N-E)	16.2	9.9	+6.3	45
Duffy's Tavern	160	Bristol-Myers (Y&R)	16.0	13.6	+2.4	19
Godfrey's Talent Scouts	149	LiptonCo.Div.-LeverBros. (Y&R)	15.5	12.1	+3.4	26
Bing Crosby	252	Philco (Hutchins)	15.3	15.5	—0.2	14
My Friend Irma	149	Lever Bros. (FC&B)	15.1	14.2	+0.9	16
Charlie McCarthy	149	Standard Brands (JWT)	14.9	17.9	—3.0	8
Life of Riley	138	Procter & Gamble (B&B)	14.8	12.2	+2.6	24
Stop the Music (Avg.)	173	Smith Bros. (SSC&B) Eversharp (Biow) Speidel Co. (C&P) P. Lorillard (L&M)	14.6	—	—	—
Crime Photographer	163	Toni Div.-Gillette (FC&B)	14.1	10.8	+3.3	35

* Includes first and second broadcasts.

TOP TEN DAYTIME HOOPERS—Oct. 15 Report

Program	No. of stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
When A Girl Marries	77	General Foods (B&B)	8.2	6.1	+2.1	1
Portia Faces Life	89	General Foods (B&B and FC&B)	6.6	4.4	+2.2	23
Young Widder Brown	145	Sterling Drug (D-F-S)	6.5	5.5	+1.0	8
Grand Slam	48	Continental Baking (Bates)	6.4	4.7	+1.7	21
Romance of Helen Trent	78	Whitehall Pharmacal (D-F-S)	6.2	5.5	+0.7	9
Arthur Godfrey (Avg.)	166	Gold Seal (Campbell-Mithun) National Biscuit (McC-E) Liggett & Myers (N-E)	6.2	4.2	+2.0	26
Our Gal Sunday	80	Whitehall Pharmacal (D-F-S)	6.2	6.0	+0.2	3
Stella Dallas	146	Sterling Drug (D-F-S)	6.1	4.8	+1.3	18
Aunt Jenny	59	Lever Bros. (R&R)	5.8	5.6	+0.2	5
Ma Perkins (CBS)	81	Procter & Gamble (D-F-S)	5.8	5.6	+0.2	7

Ohio News Editors Now Include Video

OHIO television news editors are now eligible for membership in the Ohio Assn. of Radio News Editors. The necessary change in the association's constitution was made Oct. 16 during a meeting of the group at Cleveland's Hotel Statler. The news editors also voted to delay for at least one year a program of annual awards to Ohio stations for outstanding news coverage.

New officers for the coming year include Charles R. Day, news director of WGAR Cleveland, president; Don Brice, WKBN Youngstown, vice president, and Bill Crooks, WFMJ Youngstown, reelected secretary-treasurer. Retiring President Paul Wagner, WOSU Columbus, was elected to the board of directors along with Edward Wallace, WTAM Cleveland; Jim Martin, WGAR, and Bill Westerhold, WLEC Sandusky. Re-elected as directors were Frank Tate, WCOL Columbus; Fred Brophy, WHIO Dayton, and Gene Ragle, WCLT Newark.

News Forum

An afternoon news clinic on listenability of newscasts, headed by Mr. Wagner, covered research in the field by Ohio State U. Mr. Brice and Paul Harris, WLIO East Liverpool, discussed local coverage from the big city and small town angle, respectively. Floyd Weideman, director of news at WEWS (TV) Cleveland, covered the various aspects of news work at a video station.

The association's board of directors scheduled its mid-year meeting for Columbus next May.

SPECIAL demonstration of teaching by television in the Midwest will take place at Appleton, Wis., high school this week. The school is one of 55 throughout the country chosen by the National Education Assn. to take part in the association-sponsored National Audio-Visual Education Week, Oct. 25-30. Each test institution will receive $40,000 worth of material and equipment. Demonstrations will be given on latest methods of TV teaching.

TV WRITERS' SCRIPTS SOUGHT BY CHEVROLET

CHEVROLET Dealers Assn., sponsor of the *Chevrolet on Broadway* series of Monday evening half-hour dramatic video broadcasts on NBC's East Coast TV network, will present an award of $250 and a scroll to the author of the play chosen as best in the 13-week series [BROADCASTING, Oct. 11]. Judges comprise representatives of *Billboard*, *Broadcasting*, *Radio Daily*, *Television*, *Variety* and several New York daily papers.

Winslow H. Case, vice president in charge of television of Campbell-Ewald Co., New York, stated "it is imperative that we look to fresh talent for the major part of the creative side of television." Pointing out that "everyone is starting from scratch in this new medium," he added, "we feel the awards will help develop the writers to meet the constantly-increasing demand for scripts."

Scripts for use on the program and eligible for the award should be sent to Owen Davis Jr., producer of the series, at NBC, 30 Rockefeller Plaza, New York. He urged writers not to let the "hocus-pocus of television" bother them. "What we want and look for," he said, "is a good story We'll help with the TV technique. The Chevrolet award should prove a strong impetus to a large number of writers hesitating about television."

Shopping for a tape recorder?

RANGERTONE

The Rangertone Magnetic Tape Recorder has the remarkable range of 40 to 15,000 cycles. Enables you to record the full frequency range required by any type of program. You can switch at will instantly to any of three ranges. You will need this feature. Be sure you get it.

Less than 4% intermodulation distortion in the overall system. Other specifications supplied promptly on request.

RANGERTONE, Inc.

73 WINTHROP ST. • NEWARK 4, N. J.

TAKING A BREAK between sessions at the NAB District 5 meeting in Atlanta Oct. 14-15 are Owen Uridge, WQAM Miami; Harben Daniel, WSAV Savannah; Stanton (Pete) Kettler, WGBS Atlanta; Frank Coulter, Young & Rubicam, New York; Dan Schmitt, George Hollingbery, Atlanta; Wilton Cobb, WMAZ Macon; Charles Godwin, MBS New York; James Woodruff Jr., WRBL Columbus; Glenn Marshall, WMBR Jacksonville, and Lewis Avery, Avery-Knodel, New York.

Registration List, NAB District 5

Oct. 14-15, Atlanta, Ga. [BROADCASTING, Oct. 18]

A

Fred W. Albertson, Dow, Lohnes & Albertson, Washington; William Armond, WBLJ Dalton, Ga.; Lewis H. Avery, Avery-Knodel, New York; J. S. Ayers, Taylor-Borroff, Atlanta.

B

Bert Banks, WTBC Tuscaloosa, Ala.; Marcus Bartlett, WSB-TV Atlanta; Charles A. Batson, NAB; Charles Baskerville, WFLA Tampa; Lionel F. Baxter, WAPI Birmingham; Harold Beatty, WBML Macon, Ga.; Fred M. Bell, Katz Agency, Atlanta; John C. Bell, WFOY St. Augustine; James Blackburn, Blackburn-Hamilton Co., Washington; John B. Browning, WSPB Sarasota, Fla.

C

C. Wylie Calder, WRDW Augusta, Ga.; L. H. Christian, WRFC Athens, Ga.; Wilton Cobb, WMAZ Macon, Ga.; Charles C. Coleman, Avery-Knodel, Atlanta; Lem Colley, WRFS Alexander City, Ala.; Mary L. Collins, WGNH Gadsden, Ala.; George P. Cooper, WSAV Savannah; Clayton Cosse, Joseph Hershey McGillvra, New York; Frank Coulter Jr., Young & Rubicam Inc., New York; Virgie E. Craig, WLET Toccoa, Ga.; "Red" Cross, WMAZ Macon, Ga.; Harry E. Cummings, WIOD Miami.

D

Harben Daniel, WSAV Savannah; Walter B. Davison, Capitol Transcriptions, Hollywood; C. F. Daugherty, WSB-TV Atlanta; Mrs. Dora C. Dodson, Joseph Hershey McGillvra Inc., Atlanta; R. P. Doherty, NAB; W. Ward Dorrell, C. E. Hooper Inc., New York; J. R. Doss, WJRD Tuscaloosa, Ala.; R. Lewis Doster, WGAU Athens, Ga.

E

W. Wright Esch, WMFJ Daytona Beach; William B. Estes, WGAA Cedartown, Ga.

F

John Farmer, WAGA Atlanta; Hugh M. Feltis, BMB, New York; Robert L. Fidler, WIOD Miami; Julian A. Flint, WSGN Birmingham; John Fulton, WGST Atlanta; J. B. Fuqua, WGAC Augusta, Ga.

G

Sam A. Gaines, WLET Toccoa, Ga.; Frank Gaither, WSB-TV Atlanta; Milton George, WGPC Albany, Ga.; George A. Gingell, WRBL Columbus, Ga.; Charles Godwin, MBS New York; Gertrude Gordon, Rich's Department Store, Atlanta; L. Herschel Graves, WTAL Tallahassee.

H

Kolin Hager, SESAC New York; Mrs. Eloise Hanna, WBRC Birmingham; Ralph Hatcher, Langworth, New York; W. J. Hearin Jr., WABB Mobile; Weldon Herrin, WCCP Savannah; Thad Holt, WAPI Birmingham; Frank Hubbs, WMAZ Macon, Ga.; John C. Hughes, WJJJ Montgomery; Hull, Harwood, WAPA San Juan, P. R.

I

Don Ioset, MBS New York; Robert L. Irwin, Dow Lohnes & Albertson, Washington, D. C.

J

Tom Jackson, WKAB Mobile; B. Ed. Johnson, WRBL Columbus, Ga.; Henry P. Johnston, WSGN Birmingham; Jess Jordan, WTBF Troy.

K

Robert Keller, Robt. S. Keller Inc., New York; Stanton P. Kettler, WGBS Miami; Dorothy Kirby, WSB-TV Atlanta; J. W. Knodel, Avery-Knodel, Chicago.

L

Courtland Langley, BMB New York; John D. Langlois, Lang-Worth, Inc., New York; Robert C. Leach, WLAW Rome, Ga.; James LeGate, WIOD Miami; Wm. Levi, Maury Long, BROADCASTING, Washington; Al Lowe, Mrs. Julia Lowe, WNEX Macon, Ga.

M

E. F. MacLeod, WGGA Gainesville, Ga.; Glenn Marshall Jr., WMBR Jacksonville; Red Mason, AP, Atlanta; J. G. Mathews, WJJJ Montgomery; William McCain, WAGA Atlanta; L. S. Mitchell, WDAE Tampa; Maurice B. Mitchell, NAB.

N

Wm. C. Needham, WTBF Troy, Ala.; David Nelson, ASCAP Atlanta.

O

Herbert J. Orr, Rangertone Tape Recorder, Opelika, Ala.; John M. Outler Jr., WSB-TV Atlanta; Dorsey Owings, BMI, New York.

P

Mathew Payne, WRGA Rome, Ga.; C. P. Persons Jr., WAPI Birmingham; Carter C. Peterson, WCCP Savannah; Charles Pittman, WBML Macon, Ga.; Claude L. Pursley, Louise P. Pursley, WKAB Mobile.

Q

Happy Quarles, WRGA Rome, Ga.

R

H. Ralls, Branham Co., Atlanta; B. W. Randa, Weed & Co., Atlanta; F. A. Rankin, NAB; Louis Read, WABB Mobile; J. Leonard Reinsch, WSB-TV Atlanta and WIOD Miami; W. Ray Ringson, WRDW Augusta, Ga.; Joel C. Robertson, WGNH Gadsden, Ala.; J. V. Roser, WMSL Decatur, Ala.; R. W. Rouncaville, WQXI Atlanta.

S

Albert Sanders WMAZ Macon, Ga.; Don Schmitt, Hollingbery Co., Atlanta; Alex Sherwood, Standard Library, New York; Kenneth Skelton, WDAE Tampa; J. W. Slates, WSAV Savannah; Julian C. Smith, WAGF Dothan, Ala.; George B. Storer Jr., WAGA-TV Atlanta; E. W. Sweatman Jr., Headley-Reed, Atlanta.

T

L. W. Thesmar, WDAR Savannah; John J. Tobola, WAYX Waycross, Ga.

U

Owen F. Uridge, WQAM Miami.

V

James C. Vocalis, WLBB Carrollton, Ga.

W

Jim Weathers, WNEX Macon, Ga.; Ben Williams, WTOC Savannah; Claude Williams Jr., WRFC Athens, Ga.; Jack Williams, WAYX Waycross, Ga.; Bill Wilson, UP Atlanta; Allan L. Woodall, WDAK Columbus, Ga.; James Woodruff Jr., WRBL Columbus, Ga.

Y

William E. Young, Capitol Transcriptions, Hollywood.

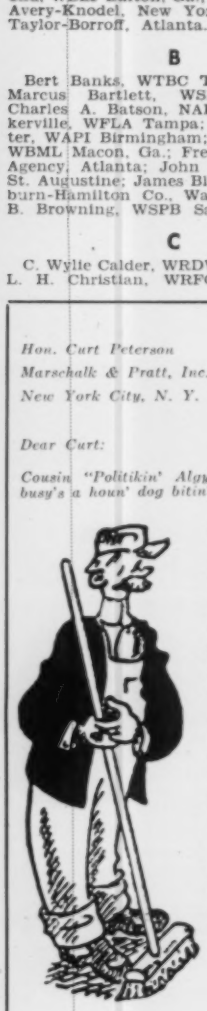
Z

Roy F. Zess, WMAG Moultrie, Ga.

Hon. Curt Peterson
Marschalk & Pratt, Inc.
New York City, N. Y.

Dear Curt:

Cousin "Politikin' Algy" sed he wuz busy's a houn' dog bitin' a burr on his tail a-tryin t' hear all them politishun's harange . . . then he got wise 'an heard 'em all on WCHS without settin' foot from his hearth. Then he added . . . "An you know them CBS programs ain't bad neither . . . Course with 5000 watts at 580 we git lots o' new listeners fer them political talks and you'd be surprized at th' number which hangs on fer them WCHS - CBS Programs . . .



Yrs.

Algy

WCHS

Charleston W. Va.

WOMI Tests Equipment For 60 kw FM Operation

WOMI-FM Owensboro, Ky. last week was conducting equipment tests prior to taking the air with 60 kw.

New 427-foot tower, which will also increase the effectiveness of AM operations, is being tested. The frame structure, a departure in conventional antenna design, is topped by an 82-foot pole supporting eight "doughnuts" for FM broadcasting.

Built in two sections, the bottom 75 feet and the top 352 feet are separated by heavy insulators. Each of the three main vertical shafts is mounted on a concrete base anchored 12 feet beneath the ground, with anchor bolts six feet deep. Beneath the tower, more than four miles of wiring is utilized as a grounding device.

BMI Preparing Recorded Musical Interlude Index

AS A NEW service for its broadcaster members, particularly TV stations, BMI is preparing an index book of recorded musical bridges, moods and interludes. Volume, being prepared under supervision of Henry Manners Katzman, manager of BMI, television service department, is being issued in monthly installments, the first of which has already gone to BMI stations.

Musical segments covered by the index are listed in two ways, by categories—fright, happiness, suspense etc.—and by the names of composers. Each reference gives the length of the selection and also its starting point on the record in terms of minutes and seconds from the beginning of the record.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

BOUQUET OF ROSES

On Records: **Dick Haymes — Dec. 24506; Eddy Arnold — Vic. 20-2806; Rex Turner — Varsity 8001.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

AM ARGUMENTS

Four Requests Heard Before FCC

ORAL ARGUMENT was held before the FCC *en banc* last Monday on proposed decisions concerning requests for new AM stations in Erie, Pa.; Cumberland, Md.; Cambridge and Annapolis, Md., and Beeville, Tex.

Argument in the Erie case involved Erie Broadcasting Co., whose request for 250 w fulltime on 1400 kc was favored by the Commission in its proposed finding [BROADCASTING, July 26], and Times Pub. Co., seeking same assignment and proposed to be denied. The Cumberland argument involved Richard Aubrey Raese, whose request for 250 w fulltime on 1230 kc was proposed to be granted by the Commission at the same time as the Erie finding, and Tri-State Broadcasting Co., proposed to be denied.

The other Maryland case, also reported with the Erie finding, concerned application of John F. Kramer for 1 kw daytime on 1430 kc at Cambridge and request of Capital Broadcasting Co. for same frequency at Annapolis with 500 w fulltime, directional night. FCC proposed to deny the Cambridge request and grant the Annapolis application. In separate finding the Commission also proposed to deny application of Bee Broadcasting Co. for 250 w fulltime on 1490 kc at Beeville, Tex. [BROADCASTING, Aug. 9].

Hits Policy

Times Pub. Co., publisher daily Erie *Times*, held FCC's policy to favor non-newspaper applicants ineffective in its situation since the city had other papers and stations, and control of means of communication would not be concentrated. Firm further charged Erie Broadcasting has no agreements with CBS although stating in its application it would be an affiliate of that network. The *Times* station would be 100% local, it was said. Erie Broadcasting, supporting FCC's ruling in its favor, contended Times Pub. had employed "boiler plate" program exhibits in its application while Erie did extensive local contact job nearly a year before the hearing.

John W. Downing, president and majority stockholder in WBOC Salisbury, Md., figured in arguments concerning both Annapolis and Cumberland as counsels for opposing parties in both cases held Mr. Downing to be the dominating figure in Capital Broadcasting and Tri-State. Both applicants denied the claims vigorously and said the WBOC executive merely had been helpful in organizing the firms. Capital defended its proposed grant by pointing out growing importance of Annapolis and need for fulltime station. Counsel for Mr. Kramer said the Capital grant involved five "serious" violations of FCC's technical standards.

In the Cumberland proceeding, Tri-State contended the proposed grant to Mr. Raese was actually giving the facility to a "stranger" to the city and pointed out the extent of its own local ownership among many prominent citizens. Counsel for Mr. Raese, son-in-law of Mrs. A. J. R. Greer, owner of WAJR Morgantown and WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh, denied "stranger" argument by saying Mr. Raese has spent considerable time in Cumberland and would devote full time to operation of proposed outlet.

Proposed denial to Bee Broadcasting, based on grounds of interference to existing stations, was requested to be reconsidered in view of firm's willingness to operate with only 100 w fulltime. Need for local outlet was supported by Rep. John E. Lyle Jr. (D-Tex.) who related numerous pleas from his constituents. Most of the stations which said 250 w operation would interfere with their service offered no objection to the 100 w proposal.

GLOOM had no place in informal discussions at the NAB District 5 meeting in Atlanta Oct. 14-15. Group comprised (front row, l to r) William Hearin, Louis Read, WABB Mobile; Mrs. Harwood Hull, Mr. Hull, WAPA San Juan; Kolin Hager, SESAC, New York, and (back row) Forney Rankin, NAB; Claude Pursley, WKAB Mobile and Dewey Long, WMOB Mobile.

1870 Ethel L. Rogers 1948

MRS. ETHEL LYNN ROGERS, 78, widow of Alexander H. Rogers, founder of WLAW Lawrence, Mass., died Oct. 17 at a Lawrence hospital. Funeral services were held last Tuesday in Lawrence.

Mrs. Rogers was vice president and director of the Hildreth & Rogers Co., owner and operator of WLAW and WLAW-FM, the Eagle-Tribune Publishing Co., publisher of the *Lawrence Daily Eagle*, the *Evening Tribune*, the *Eagle-Tribune* and the Eagle Tribune Realty Co. Her husband died in August 1942.

Surviving are one son, Irving E. Rogers, president and treasurer of the three corporations, and three grandsons, Irving E. Jr., Allan B., and Alexander H. Rogers II.

ELEVEN TRANSFERRED TO WNBQ ENGINEERING

ELEVEN engineers were transferred from NBC's Midwest AM operation, WMAQ, Chicago to its new television outlet, WNBQ, last week in preparation for the latter's opening early in December. Howard C. Luttgens, chief engineer for the division, in announcing the transfers said that three regularly employed AM engineers are now in TV and that eight temporary workers and one newcomer are being assigned as video trainees.

Vern D. Mills, new division transmission engineer, replaces Paul Moore, who has been temporarily assigned to NBC New York for video training. Clark P. Lonie and Donald J. Wilson are on the transmitter staff of WNBQ, while Lester L. Washburn has been named TV studio engineer. Television engineering students include Eugene Cartwright, Gene Lukowski, Robert G. Rahnert, Fred W. Rodey, Frank Baird-Smith Jr., Thomas J. Bowles, John J. Natale, Stanley G. Strasburg. Herbert W. Dover Jr. is the new staff member.

Among AM engineers to receive promotions are C. Vernon Corliss, who succeeds Mr. Mills as junior control supervisor in master control, and Fred Shidel and Harold D. Royston, both to master control. Temporary employes appointed to regular positions on the AM engineering staff are Laurel L. Caudill and Morton A. Clarke, WMAQ transmitter; Robert M. Daly, William Easley Jr., Don R. Fitch, Walter V. Lester, Alois B. Osterhoff and Huel G. Powell, studio engineers. Richard Riedle has been added as a studio engineer.

AMERICAN Bird Products Inc., Chicago, has bought the "American Radio Warblers" Sundays, 12:20 to 12:45 p.m. (CST) on WGN Chicago, for 26 weeks from Oct. 31. Agency is Weston-Barnett, Chicago.

GATES RADIO COMPANY - - QUINCY, ILL.

from Tele-Tips WLW-T

MIDWESTERN HAYRIDE

WITH BILL THALL

A hit on the tele-screen as it has long been on WLW, this Saturday night show features the folk artists so popular on The Nation's Station. Comedian - instrumentalist Bill Thall emcee's the troupe in the Saturday sessions of singin' and pickin' that packs 'em in the studio and glues them to their sets in WLW-T land.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

Ultrafax Debut

(*Continued from page 21*)

extensive tests, has proven itself ready for practical commercial use.

Speakers credited Donald S. Bond of the RCA Labs staff, who participated in the demonstration, with directing the advanced engineering and development work. Early suggestions as to how Ultrafax could employ radio relay and television techniques were attributed to C. W. Hansell of the RCA Labs, a pioneer in developing radio relaying systems.

Oct. 21 was heralded by Dr. Mees as "the beginning of a new era in communications." After tracing photographic developments making Ultrafax possible, Dr. Mees added: "If electronics is the father of Ultrafax, photography is the mother."

An RCA film was shown to depict the various steps involved in the transmission of millions of words through the air in scant minutes.

The demonstration proved the ability of Ultrafax to transmit at the speed of light—186,000 miles a second—a wide variety of graphic material including charts, fingerprints, news, advertising layouts and items ranging from ancient and modern battle maps to historical documents.

The cascade of messages flashed across a monitoring screen of the receiver at the Library of Congress after being beamed from WNBW, NBC's TV outlet at the Wardman Park Hotel, three miles away. It had been pointed out earlier that there was no noticeable difference in reception, regardless of the distance the signal was carried. Mr. Engstrom had explained that the "speed of Ultrafax depends on the width of the radio highway it travels."

GEN. SARNOFF

A few seconds after volumes of material had been received at the terminal point, the material had been recorded on film and 45 seconds later had been passed through a special processing and was being shown to the observers.

The first message ever publicly transmitted was displayed on the screen. It was a message of congratulations from Gen. Sarnoff to the RCA scientists and engineers who created Ultrafax. It read: "May Ultrafax, as swift as light, open a new and useful service for mankind everywhere."

This was followed by messages from Defense Secretary James Forrestal and FCC Chairman Wayne Coy.

Chairman Coy's message to Gen. Sarnoff said: "The advance in communications represented by Ultrafax reflects a spirit of research and pioneering of positive benefit to our nation and the world."

An impressive feature of the demonstration was the word-for-word transmission of the 1,047 page novel *Gone With the Wind* in 2 minutes, 21 seconds. Ultrafax was operating on a 5 mc channel in the 7,000 mc (microwave) region, with only 1/10 w power. If it had been operating on a 10 mc channel, for which it is intended, the transmission would have been completed in 1 minute, 10½ seconds, just half the time, officials pointed out.

The Ultrafax system combines the elements of television with those of high frequency radio relaying and high-speed photography.

Its speed results from each of the three key factors of the invention: (1) the great velocity of radio transmission; (2) the ability of television to transform pages of information for transmission as television pictures at the rate of thirty a second; (3) high-speed film processing or "hot photography," which delivers a single frame of film ready for printing and projecting in 45 seconds, as compared with forty minutes by conventional processes.

Principal steps in transmitting and receiving Ultrafax include: Preparation of information to be serviced to assure a continuous flow at high speed; scanning of this material by what is known as a "flying-spot" television scanner at the sending terminal; transmission of the television image as ultra-high frequency radio signals over a microwave relay system; reception on projection-type television kinescope or picture tube from which incoming images are recorded on motion picture film or on full-width sensitized paper. Film or paper moves at a constant speed through the camera, at a rate corresponding approximately to the speed of travel of the original film at the sending end.

At the end of the transmission the exposed film can be quickly transferred to a special processing unit. It is passed through a miniature developing tank, rinsed and fixed in less than 15 seconds and dried in 25 seconds more. It is then ready for transformation back to its original form, for showing on a screen, or for space-saving storage.

The ceremony was televised from Washington to viewers on the NBC East Coast network. It was pointed out during the demonstration that, as a regular Ultrafax service, transmissions could be radio-relayed any distance across the country, using the commercial radio relay system towers which now are being erected to establish national video networks.

Gen. Sarnoff foresaw the day when through television and Ultrafax a radio newspaper would be delivered through the air into every home equipped with a television set. It would be possible, he explained, to have the same transmitter that broadcasts the television program simultaneously broadcast the radio newspaper. The same home receiver, he said, with proper attachments, could print the newspaper even without interrupting the program being viewed. It would take only a few seconds to transmit the equivalent of a newspaper by the Ultrafax process, Gen. Sarnoff declared.

C. J. YOUNG of RCA Labs. adjusts the receiving camera which copies film television images on the kinescopic tube in the cylinder above it. Both units are mounted on the master receiving terminal, which receives messages transmitted as radio waves via the Ultrafax system.

RCA's president felt it reasonable to expect, as the present system progresses, that it may be possible to transmit full-length motion pictures from a single negative in the production studio simultaneously to the screens of thousands of theatres.

As a radio-mail system, he pointed out, Ultrafax has the potential of delivering the equivalent of 40 tons of mail coast-to-coast in a single day at a relatively low cost.

The military value of Ultrafax appears to be tremendous. Gen. Sarnoff acknowledged that some military potentialities are secret and will be demonstrated only during subsequent private showings to armed forces officials.

"In the busiest days of the war," Gen. Sarnoff said, "the signal center at the Pentagon Building handled as many as ten million words in 24 hours. And that was an extraordinarily heavy load as message traffic goes . . . With Ultrafax, this load could be handled in ten minutes with one transmitter, in one minute using ten transmitters."

He emphasized that in any future atomic war that might temporarily destroy communication centers, it might prove vital to have facilities that could move military intelligence, message traffic, V-Mail and other mail across

Held on Theft Charge

TWO persons charged with being principals in the fleecing of cattle breeders in connection with sale of radio time were arrested last week. The two—Nathan J. Waxman, alias Nathan Warren, and W. Stevens, alias W. Steuer—were held in San Francisco on a grand theft charge, the city's Better Business Bureau announced. They are listed in the complaint as operators of General Broadcasting Co., 46 Kearney St., San Francisco. The bureau said it is probing reports that the company sold time on NBC's *National Farm & Home Hour* to cattlemen in Oregon and Nevada. Complaint was originally filed by Hyman Miahaels Steel Co. Trial was set for Oct. 25.

OVER 40 ADVERTISERS

HAVE RENEWED USE

OF KXOK FROM

2 to 8 CONSECUTIVE YEARS

KXOK

ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME

Owned and Operated by St. Louis Star-Times

For complete details, call a JOHN BLAIR representative

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager,

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.

the land, the sea, or the globe with such lightning speed and mobility.

"We can foresee the day," Gen. Sarnoff continued, "when Ultrafax . . . can provide us with a new service of international television."

Although not mentioning any particular system, he suggested that the military "immediately" provide an airborne radio relay system across the Atlantic.

His prescription called for 12 or 14 suitably equipped communications planes, flying over the ocean, spaced about 250 miles apart, as a chain to form an overseas airborne radio relay system between the United States and Europe that would provide not only an exchange of television programs, but would also handle the equivalent of tons of mail, news and other services. A total of 30 planes would be required to keep the Atlantic relay in continuous operation, Gen. Sarnoff estimated.

It was evident that it might also drastically alter the world's economic, social and political pattern.

RCA recognized that the future course of the dynamic Ultrafax must be charted by the American people, or their representatives, as a whole. The destiny of Ultrafax, wisely handled, could be highly beneficial to the world; carelessly it might bring economic chaos.

"How to guide the future of Ultrafax and to translate its potentialities into services," Gen. Sarnoff said, "is the job not only for the scientist and engineer, but also for the industrialist and businessman and for Congress and the Federal Communications Commission.

"So many political and social problems are raised by these and other recent scientific developments," Gen. Sarnoff conceded, "that a new national communications policy should be considered and established by Congress. In any consideration of such a comprehensive national policy, the legitimate interests of private industry and the various government departments concerned with such activities, as well as the needs of our armed forces, must be given the careful study that they deserve."

Gen. Sarnoff admitted that "no one knows all the possible answers to the problems which this new art poses." Ultrafax presents a particularly tough problem for the FCC, he said.

An "early study" of the problems was urged by the RCA official.

"We must study these questions today if we are to find the answers tomorrow," he warned.

In closing the demonstration, the narrator, Mr. Batchelder, recalled the electric words of Samuel Morse: "What hath God wrought?"

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

RWG

(*Continued from page 21*)

Sherlock Holmes, Behind the Front Page, and Bob Hawk.

The following are shows which have been given a green light by the guild, in most cases because they have signed "letters of adherence" to the network agreement, and in the rest because they are owned by the networks and thus already covered by the agreement.

Guild-Approved Shows

My Friend Irma, Amos 'n' Andy, Mr. Ace and Jane, Big Sister, This Is Your FBI, People Are Funny, Mr. Chameleon, Stella Dallas, Backstage Wife, Manhattan Merry-Go-Round, Mr. Keen, Superman, Arthur Godfrey, *Album of Familiar Music, Young Widder Brown, Our Gal Sunday, Lorenzo Jones, Just Plain Bill, Front Page Farrell, Mr. and Mrs. North, My True Story, Our Miss Brooks, Suspense, My Favorite Husband, Life With Luigi,* Milton Berle, *General Electric Houseparty,* and Groucho Marx.

The long-threatened strike action was touched off at a meeting in New York last Thursday of the council of the Authors League, parent union of the guild. At this meeting, presided over by Oscar Hammerstein II, league president, the council passed resolutions unanimously upholding the guild's strike decision and strategy, and calling on the other Authors League guilds—the Authors Guild and the Dramatists Guild—to support the strike by refusing henceforth to write or contribute any material for the struck shows. (The Screen Writers Guild, which is not a member of the Authors League, also has pledged its support, guild spokesmen said.)

The "letters of adherence" were sent out sometime ago by the guild to the agencies and package producers handling radio shows—about 60 agencies and 70 package firms. The agency total includes 18 agencies whose joint committee had been negotiating with the RWG in an attempt to evolve a contract. At this writing, according to Roy Langham, RWG national executive secretary, none of the 18 firms had yet broken the united front by signing.

A report published Thursday that the agency committee was preparing another proposal to the guild in an attempt to stave off a strike was denied by Leonard Bush of Compton Advertising committee chairman. Mr. Bush said that while his committee was "still meeting," he knew of no plan for another offer to the RWG.

The agency committee's last contact with the guild was its letter of Oct. 11 to Mr. Langham and Erik Barnouw, RWG president, Mr. Bush said. In this letter the agency committee re-stated its insistence that the RWG seek National Labor Relations Board certification as bargaining agent for radio writers before actual contract talks began. The RWG has voiced its belief that the agencies' insistence on prior certification is a delaying tactic, and that it was not made in good faith.

Guild's Demands Outlined

According to Peter Lyon, secretary of the Authors League and chairman of the RWG national strategy committee, money is not an issue in the dispute. The guild, he said, simply wants a contract covering freelance writers—it has never had one with agencies and packagers—to correct what Mr. Lyon describes as the "deplorable conditions" now covering the employment of such writers.

The real issues, the guild says, are material rights and air credits. The freelancers are seeking the same protection for their material now enjoyed by magazine writers, novelists, and playwrights, according to Mr. Lyon. The sore point here is subsidiary rights—compensation for a radio writer for repeating his material on the air, or adapting it for reproduction in another form, such as publication, or production on Broadway or in Hollywood.

The present situation stems from the breakdown of negotiation with the agencies begun by the RWG in 1942. The guild's present feelings in the matter were summed up by its vice president, Welbourn Kelley. "As far as we're concerned there is going to be a strike. However, the guild is always open to reasonable offers for settlement," Mr. Kelley said.

Tonight's guild membership meeting will be held in New York at Holland House, Rockefeller Center, and in Los Angeles at a place not disclosed at this writing.

The strike order itself consists of a letter sent out to the full Authors League membership, under the signature of Mr. Hammerstein, ordering all members to refrain from giving material to or writing for radio shows produced by agencies or independent producers who had not met the RWG terms by last Friday night.

BAN ON ALIEN RADIO OPERATORS PROPOSED

FACED with "numerous" requests from aliens seeking commercial radio operator licenses, FCC last week proposed a new rule providing that "U. S. citizens who are found qualified by the Commission are the only persons" to whom such license may be issued.

The Commission also proposed to make "persons whose commercial radio operator licenses are suspended, persons involved in license-suspension proceedings, or persons involved in pending litigation based on an alleged violation of the Communications Act . . . temporarily ineligible to apply for commercial radio operator licenses of any class."

Comments on the proposal will be accepted until Nov. 19 and oral argument will then be scheduled if it appears warranted.

WTOP-KQW

(*Continued from page 30*)

sanger, Edgar T. Sheppard and E. K. Smith, equal owners, to Mr. Sheppard. Consideration is $8,750.

KRST Tyler, Tex.—Granted consent to transfer of 49% interest collectively held by Bernard Wolf (37.8 shares), Warren McDonald (13.5 shares), Grady C. Hagen (20.25 shares), Jake Wolf (27 shares) and Percy Andrews (33.75 shares) to Lonnie Preston, Alice Howenstein and V. M. Preston who presently own or control collectively 50% interest. Sellers investment of $13,320 is transferred for consideration of $5,000, FCC reported. KRST is assigned 1 kw day on 1530 kc.

KWIE Kennewick, Wash.—Granted assignment of permit from co-partnership of Frank Krshka, Joseph Patterson and Edith Jansen to new co-partnership of Harold A. Clark, Donald E. Seeley, Marvin E. Johnston and Clarence J. McCredie, doing business as Mid-Columbia Broadcasters. Consideration is $800, amount of investment to date. Transfer approval is conditioned upon Mr. Clark's divestment of his interest in Three Rivers Broadcasting Co., new station applicant there. Mr. Clark is employe of Civil Service, Denver region. Mr. Seeley is with local construction firm. Mr. Johnston is chief engineer of KWIK Burbank, Calif., and Mr. McCredie is operator at KEX Portland, Ore. KWIE is assigned 250 w on 1230 kc.

KBTV (TV) Dallas, Tex.—Granted involuntary assignment of permit from Rogers Lacey, deceased, and Tom Potter to Mr. Potter and Lawson Lacy, executrix of Mr. Lacy's estate.

Coincident with the KBTV transfer grant, the Commission extended to Feb. 11, 1949, time within which to complete construction of the outlet. Joint petition of Texas Television and A. H. Belo Corp., Dallas TV applicants, seeking designation of their requests for consolidated hearing with the KBTV extension nad transfer applications, was denied by the Commission.

ABC has inaugurated a weekly television workshop for its television staffs in Los Angeles, Hollywood, and San Francisco.

If Selling Is Your Problem, BUY—
KRNT
THE STATION THAT
LEADS
• MORNING
• AFTERNOON
• NIGHT-TIME, TOO
IN DES MOINES*
To Penetrate . . . Saturate . . . One of the Nation's Richest Markets, Buy the Huge Audience of
KRNT
DES MOINES
The Register & Tribune Station
——ASK A KATZ MAN——
* C. E. Hooper Share-of-Audience June-July, 1948—Des Moines City.

Comment Reserved On Polk Solution

CBS reserved comment last week on the announcement from Athens that the Greek government had reached a solution of the murder of correspondent George Polk, and was holding two persons reportedly implicated in the crime.

According to the Greek announcement, the murderer was a well-known Greek communist, Adam Mouzenides, who together with an alleged accomplice is still at large. The Athens police are holding as accessories a left-wing Greek newspaperman, Gregory Staktopolous, and his mother. Mr. Polk was slain May 8 and his body was found floating in Salonika Bay eight days later.

Davidson Taylor, CBS vice president and director of public affairs, said that while the network had not yet received from Athens the official text of the government announcement, its own representative on the scene, Winston Burdette, has made a confidential report to the network.

Mr. Taylor said CBS is assuming that the coming trial of the pair in custody will be a civil hearing in open court and not a court martial. He added that CBS will be represented at the trial, probably by Alexander Kendrick, CBS Moscow correspondent who has been named to succeed Mr. Polk as Middle East correspondent for the network.

In **Kansas City, Missouri** there is an **FM** station that programs separately for the **FM Audience.**

That Station is

KOZY

National Agencies desiring to test the **impact** of **exclusive FM Broadcasting** may use **KOZY** with the knowledge that this station will provide an accurate index of **FM Results**—At Fair **FM Rates.**

No Interim Operation
Fully Licensed Power

In operation since August 1942

Robt. F. Wolfskill, Bus. Mgr.

"A Dillard Station"

FM ACTIONS

4 Class A CPs Are Issued, 1 Class B Re-Instated

CONSTRUCTION PERMITS for four new Class A FM stations were issued last week by FCC, a Class B permit was reinstated and modifications were granted for 11 existing permits.

WQAM-FM Miami was granted 90-day extension of authorization to transmit simplex and multiplex facsimile on a commercial basis.

Davidson County Broadcasting Co., licensee of WBUY Lexington, N. C., received Class A permit for Channel 232 (94.3 mc), effective radiated power of 400 w with antenna height above average terrain of 215 ft. Estimated cost is $8,000. Martinsburg Broadcasting Co., licensee of WEPM Martinsburg, W. Va., received Class A CP for Channel 232 also, with power of 660 w and antenna of 175 ft. Estimated cost is $14,000. WLYN-FM Lynn, Mass., previously conditional grantee, was granted CP for Class A Channel 288 (105.5 mc) with 600 w and antenna 190 ft.

St. Charles Grant

Greater Illinois Broadcasting Co., St. Charles, Ill., received Class A facilities of Channel 292 (106.3 mc), 350 w and antenna 240 ft. Estimated cost is $23,690. Firm is composed of following: John A. Schroeder, WMLO Milwaukee engineer, president and 11.5% owner; Gerald F. Kraus, employe of Radio Institute of Chicago, vice president, 11.5%; Mason Evans III, assistant manager, Baker Memorial Bowling Alleys, Chicago, secretary 11.8%; George Haase, vice president-general manager, Operadio Mfg. Co., St. Charles, treasurer 12.5%; Vernon A. Kamin, merchandising manager, Motorola Corp., Chicago, director 12.5%; Scott Linn, partner in Shields & Co., investment bankers, Chicago, 12.5%; John Coleman Jr., professor, Lake Forest Academy, Lake Forest, Ill., director 12.5%; J. McWilliams Stone, 12.5%, and William P. Gray, chief engineer of WLIN (FM) Merrill, Wis., and WMMB Melbourne, Fla.

Piedmont Broadcasting Corp., licensee og WSTP Salisbury, N. C., was granted reinstatement of CP for WSTP-FM, Class B outlet, on Channel 293 (106.5 mc) with power of 27 kw. Permit had expired Aug. 15.

Syracuse U., Syracuse, N. Y., was granted first low power educational FM station, FCC reported, for Channel 201 (88.1 mc) with transmitter power output of 2.5 w. Estimated cost is $2,088 exclusive of studios and equipment already installed for radio instruction and training.

The following stations received modifications of their permits to authorize certain new facilities:

KSEL-FM Lubbock Broadcasting Co., Lubbock, Tex. Change power from 2.4 to 3.3 kw and change antenna height from 275 ft. to 250 ft.

WFMF WJJD Inc., Chicago. Change power from 17 to 33 kw and change antenna height from 545 ft. to 540 ft.

WREN-FM The Wren Broadcasting Co. Inc., Topeka, Kan. Change power from 20 to 9.6 kw and change antenna height from 500 ft. to 300 ft.

KWPC-FM Muscatine Broadcasting Co. Ltd., Muscatine, Iowa. Change power from 9.1 to 9.3 kw and change antenna height from 330 ft. to 290 ft.

KVME Merced Broadcasting Co., Merced, Calif. Change power from 8.3 to 8.9 kw and change antenna height from 200 ft. to 150 ft.

WLAN-FM Peoples Broadcasting Co., Lancaster, Pa. Change antenna height from 430 ft. to 375 ft.

WISN-FM Hearst Radio Inc., Milwaukee. Change power from 310 kw to 55 kw and change antenna height from 750 ft. to 380 ft.

WLOK-FM The Fort Industry Co., Lima, Ohio. Change antenna height from 435 ft. to 430 ft.

WLFM Lewiston-Auburn Broadcasting Corp., Lewiston, Me. Change power from 15 kw to 20 kw, and change type transmitter.

WMOI Moraine Broadcasters Inc., Dayton, Ohio. Change power from 20 kw to 22 kw and change antenna height from 325 ft. to 320 ft.

WSTC-FM The Western Conn. Broadcasting Co., Stamford, Conn. Change power from 500 w to 650 w and change antenna height from 345 ft. to 305 ft.

Kinescope Fight

(Continued from page 27)

siderable extent on works controlled by motion pictures. Philco, in its first use of kinescoping on its Oct. 17 NBC-TV telecast, selected Elmer Rice's "Counsellor at Law" wherein complete clearance rights are apparently held by the author. The program is to be re-telecast on Oct. 31 in the following 12 major cities: Cincinnati, Atlanta, Los Angeles, Cleveland, Milwaukee, St. Louis, St. Paul, Fort Worth, Chicago, Salt Lake City, Toledo, and Detroit.

The first show kinescoped by *Ford Theatre*, CBS-TV, also on Oct. 17, was "Years Ago." The production, which was re-telecast on Oct. 24 in five cities (Detroit, Milwaukee, Los Angeles, Boston and Chicago) has never come under a Hollywood contract.

One significant detail of the controversy is the fact that the picture companies have maintained no firm line on the issue and several companies already have waived their rights under kinescoping.

Program Promotion Post AT CBS Given Perles

ARTHUR PERLES, for six years assistant director of the CBS press information department, last week was appointed supervisor of program promotion, reporting to Neal Hathaway, director of program promotion. Appointment to the newly created post was announced by Victor Ratner, CBS vice president and director of advertising and sales promotion.

Mr. Perles

Before joining CBS in 1938, Mr. Perles was a New York newspaperman.

No successor to his former post was announced. His duties have been distributed among several other staff members.

At the same time it was announced that Charles Oppenheim, who has been in the CBS program promotion department since April, had been elevated to assistant director of program promotion. Mr. Oppenheim was formerly publicity director of WOR and WINS, both New York.

Upcoming

Nov. 4-5: Ohio Assn. of Broadcasters, Deshler-Wallick Hotel, Columbus, Ohio.

Nov. 6-7: AWB District 13, Gunter Hotel, San Antonio, Tex.

Nov. 8-10: RMA-IRE Fall Meeting, Hotel Sheraton, Rochester, N. Y.

Nov. 11: AAAA Michigan Council meeting, Detroit.

Nov. 11-13: National Assn. of Radio News Directors, annual convention, Hotel DeSoto, St. Louis.

Nov. 14-20: National Radio Week.

Nov. 15: AAAA New York, New England and Atlantic Councils meeting, Waldorf-Astoria Hotel, N. Y.

Nov. 16: Western Canadian Dominion network stations meeting, Bessborough Hotel, Saskatoon.

Nov. 16-18: NAB Board of Directors, NAB Hdqrs., Washington.

Nov. 18: Adv. Federation of America, District 6 meeting, Chicago.

Nov. 19-20: British Columbia Trans-Canada and Dominion network affiliate stations meeting, Vancouver.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

ESSAY CONTEST DISCS for Johnstown, Pa., stations are picked up in Washington by Frank Cummins, Johnstown Junior C. of C. chairman for "Voice of Democracy" contest. He is receiving the discs from Lyda Cottom, NAB receptionist, a Uniontown, Pa., native. Mr. Cummins, a wartime B-17 navigator, flew to Washington in his own plane.

TUNE-IN

Increased Listeners Is NAB Project

INDUSTRY-WIDE project to increase radio's tune-in was set in motion last week by the NAB Public Relations Executive Committee.

Still in the early planning stage, the idea was gone over in detail by the committee at its Thursday meeting held in the NAB board room at Washington headquarters.

First step will be to survey stations, with all ideas to be analyzed. Out of this study will come a master plan, including a list of successful tune-in projects and cooperative promotions by groups of stations. In addition, NAB departments will provide ideas and participate in the advance planning.

Dr. Kenneth H. Baker, NAB research director, reviewed the whole project, which has been proposed at many NAB conventions and district meetings.

The NAB tune-in, which will emphasize both number of listeners and tune-in hours, will be related to the All-Radio Presentation film project designed to sell radio as the pre-eminent advertising medium. Maurice B. Mitchell, NAB Broadcast Advertising director, reviewed the film project for the committee.

Though national tune-in has been increasing, the audience is spread thinner as the number of stations increases, the committee was told during its discussion.

Proposals to change some of the framework of the Assn. of Women Broadcasters were discussed. A proposed revised by-laws was submitted by C. E. Arney Jr., NAB secretary-treasurer. Under the new setup, the NAB director of women's activities would be given more power and the duties of member-officers curtailed, as proposed at one of the recent NAB district meetings.

Pat Griffith, NAB women's director, reviewed work of the association, including three recent district meetings.

Robert K. Richards, NAB Public Relations director, reported on progress of the 1948 "Voice of Democracy" contest to be held during National Radio Week Nov. 14-20. The committee voted to continue the contest in 1949.

Attending the meeting were Frank King, WMBR Jacksonville, Fla., chairman; Hugh A. L. Halff, WOAI San Antonio; Walter Wagstaff, KIDO Boise, Ida. William B. Quarton, WMT Cedar Rapids, Iowa, took part as board liaison member. Attending as network advisory members were William S. Hedges, NBC, and A. A. Schechter, MBS.

Absent were Michael R. Hanna, WHCU Ithaca, N. Y., board liaison member now at the Paris UNESCO meeting; Herbert Hollister, KBOL Boulder, Colo.; Harry Maizlish, KFWB Hollywood; James W. Woodruff Jr., WRBL Columbus, Ga.; George Crandall, CBS; Robert Saudek, ABC; Charles Crutchfield, WBT Charlotte.

Participating for NAB were A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Messrs. Richards, Baker and Mitchell, and Miss Griffith.

High-Low TV

(Continued from page 29)

can be economical enough to be competitive with current black and white television receiver production. Our experience with color television in a 6 mc channel indicates to us that very satisfactory color television can be provided in such a channel and this makes possible the economical design of commercial television receivers which would receive either black and white television using current standards or color television reproduced as black and white with appropriate standards, and and finally complete color.

At the time he had been asked by Chairman Coy where he got his opinion that sufficient color data was available. He replied, "I have seen the newest improvements in the Columbia system in New York, and I have seen their most satisfactory picture. In my opinion it is the only color television sysem available to us in the foreseeable future." He said Zenith had considerable 6 mc color experience even "before the war."

Comr. George E. Sterling during the same proceeding asked Mr. Brown what he meant when he said the new sets "can be made to operate" in the high band. He was told the "receivers are so designed that if channels are assigned in the 475-890 mc band they can be installed in the receiver."

Comr. Sterling inquired further if the sets incorporated only the low band frequency rather than both, qualifying his question that he did not wish Mr. Brown to "disclose anything you don't wish to disclose."

The Zenith witness replied, "That is my problem. We have not released these television receivers." He said he could not reply because of the firm's distribution policy.

In a letter from Mr. Brown to the Joint Technical Advisory Committee, made public in the same hearing, it was stated the two-band receivers "would use components and tubes which are in common use and available widely today."

10,000 WATTS IN KANSAS CITY
WHB 6m FM
DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
HA 9

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

THE LOCAL TOUCH
+
ABC's FINEST
=
The most listened-to station
in the ROCKFORD, ILLINOIS area

Reaching a $483,000,000 market

WROK

Represented by Headley-Reed

Milestones

WMAR-TV Baltimore, Md., first television station in Maryland, Oct. 27 observes its first anniversary. In honor of birthday the Sunpapers station will present an evening of special programs, marked by greetings from Baltimore's Mayor D'Alesandro. CBS will salute affiliate during evening. History of important events televised by station is also slated. WMAR-TV claims 3,700 air hours in year and a weekly average of 72½ hours.

ABC *Club Time* began its fourth year on Oct. 19 with a special anniversary musical show.

FMers observing first anniversary: KFI-FM Los Angeles, Oct. 20, and KCVN Stockton, Calif., Sept. 22. AM outlets in the same category are WHRV Ann Arbor, Mich., and WROW Albany, N. Y., both celebrating one year last month.

Arturo Toscanini Oct. 23 began his 11th year season as director of NBC Symphony.

Special luncheon for Chester Nygren, assistant production manager for Kudner Inc., New York, was held Oct. 15 in recognition of his 26 years in advertising, half of which have been with Kudner.

Two styles. $4.95 Each

Attract Station identification among the spectators of your audience and remote shows! Salesmen identify themselves when calling on new and old accounts. Two hit designs on maroon or blue silk: your call letters hand-painted on a mike or program name and station below a clever disc jockey cartoon. Perfect length for Windsor knot. Be the first to sport smart new Micro-ties.

Send your order now.
To: Lee Edwards, P.O. Box 290
Madison, Wis.
I enclose check ( ) money order ( ) for the following ties at $4.95 each. (No COD's):
____Micro-ties: Maroon _____ blue _____
Station _____ Disc jockey ties: Maroon _____ blue _____ Station: _____
Program title: _____
Your name _____
Street _____
City _____ State _____

FORTIETH wedding anniversary of Dr. and Mrs. John W. Holland is marked by WLS Chicago staff in honor of station's fulltime pastor for 15 years. Arthur C. Page (l), farm program director, and Glenn Snyder, (r) general manager, watch the couple's cake-cutting.

NAB Offers Latest Record Standards

PROGRESS report on work of the NAB Recording & Reproducing Standards Committee will be submitted to the NAB board at its mid-November meeting by Neal McNaughten, NAB assistant director of engineering. The vast project, undertaken just before the war and then delayed several years, is being brought up to date in view of technical developments.

The top committee's executive group will meet in about six weeks to review achievements of the separate project groups. Next project group to meet will be the one handling magnetic tape standards. It is stated to resume work Dec. 8 at offices of the Minnesota Mining & Mfg. Co., St. Paul.

Tape standards were reviewed at meetings held last week by the project group and the executive committee [BROADCASTING, Oct. 18]. Proposed standards call for a tape thickness of not over .0022 inches, width of .250 plus 0, minus .006 inches and breaking strength of four pounds. Test conditions were studied.

Inside hub diameter of 4 inches was proposed for standard reels. A subcommittee is studying size of center hole, outside dimensions of reel and other factors. Another subcommittee was named to take up methods of distortion and noise measurement.

Work is about complete on coordinating of terms and definitions with the American Standards Assn.

Further study will be made of standards for fine-groove recordings, though groove and stylus dimensions have been proposed for vertical and lateral transcriptions.

TOM WILLIS has joined announcing staff of CFCH North Bay, succeeding **WALLY REWEGAN** who has moved to CKGB Timmins .

Open Mike

(*Continued from page 14*)

issue or a section of BROADCASTING devoted to the technical side of broadcasting on such things as new equipment, various station layouts, etc.

Patrick S. Finnegan
WRYO Rochester, Pa.

* * *

Newcomer's Thanks

EDITOR, BROADCASTING:

I would like to take this opportunity of expressing my appreciation to BROADCASTING for not only carrying the "newsy" side of radio but also articles that are educational to "youngsters" like myself who have only been in radio a short time. . . .

Forrest H. Respess
WHOK Lancaster, Ohio

Dewey Aderhold

DEWEY ADERHOLD, 24, known in radio circles as Slim Idaho of WRVA Richmond's *Old Dominion Barn Dance* cast, was killed instantly on Oct. 17 when the motorcycle he was riding collided with an automobile near Fredericksburg, Va.

Lexington 630 kc Permit Set Aside

FCC last week set aside its seven-month-old 630 kc grant to WLAP Lexington, Ky., and called for further hearing on the case in which WCPO Cincinnati and Queen City Broadcasting Inc., also of Cincinnati, are vying with WLAP for the regional channel.

The Commission said "the record in this proceeding does not contain sufficient evidence of the areas and populations proposed to be served by the applicants herein, the other services available to such areas and populations, and the interference problems involved . . ." Hearing was set for Nov. 22.

In another proceeding FCC refused to back down from its decision granting Lawrence W. Harry's application for 1510 kc with 250 w, daytime only, at Fostoria, Ohio, and denying applications of the commonly owned Mansfield (Ohio) Journal Co. and Lorain (Ohio) Journal Co. [BROADCASTING, July 19].

In the Lexington-Cincinnati case, both WCPO and Queen City had requested a rehearing. Queen City asked that the record be reopened to receive "full, complete and accurate evidence" on the radio service available in Lexington and Cincinnati specifically and in Kentucky and Ohio generally, and on Queen City's proposal to protect the primary service area of co-channel WSAV Savannah, Ga.

Queen City is owned by J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami) and Mrs. Reinsch, and by Frank H. McIntosh, Washington consulting radio engineer, and Mrs. McIntosh. The Reinsches own 50%, the McIntoshes 50%.

All three applications are for 630 kc with 5 kw day and 1 kw night. WLAP is on 1450 kc with 250 w, and Scripps-Howard's WCPO 1230 kc, 250 w.

Since the decision was issued, Scripps-Howard has bought A. B. (Happy) Chandler's WLVK Versailles, Ky., subject to FCC approval and plans to move it to Cincinnati.

TOWER CONSTRUCTION
has satisfied over
500
CUSTOMERS
FROM COAST-TO-COAST
You just can't beat experience in tower construction and maintenance—especially when it's such successful experience as we've enjoyed over the past ten years. Operating numerous skilled crews throughout the country, places our superior services at your command for any scheduled or emergency jobs.
A phone call, wire, or letter brings you our Consultation Service without any obligation.
TOWER CONSTRUCTION COMPANY
402 COMMERCE BLDG. SIOUX CITY 9, IOWA PHONE 5-6781
Radio Tower Erection Maintenance Ground Systems FM Antennas and Coaxial Transmission Lines

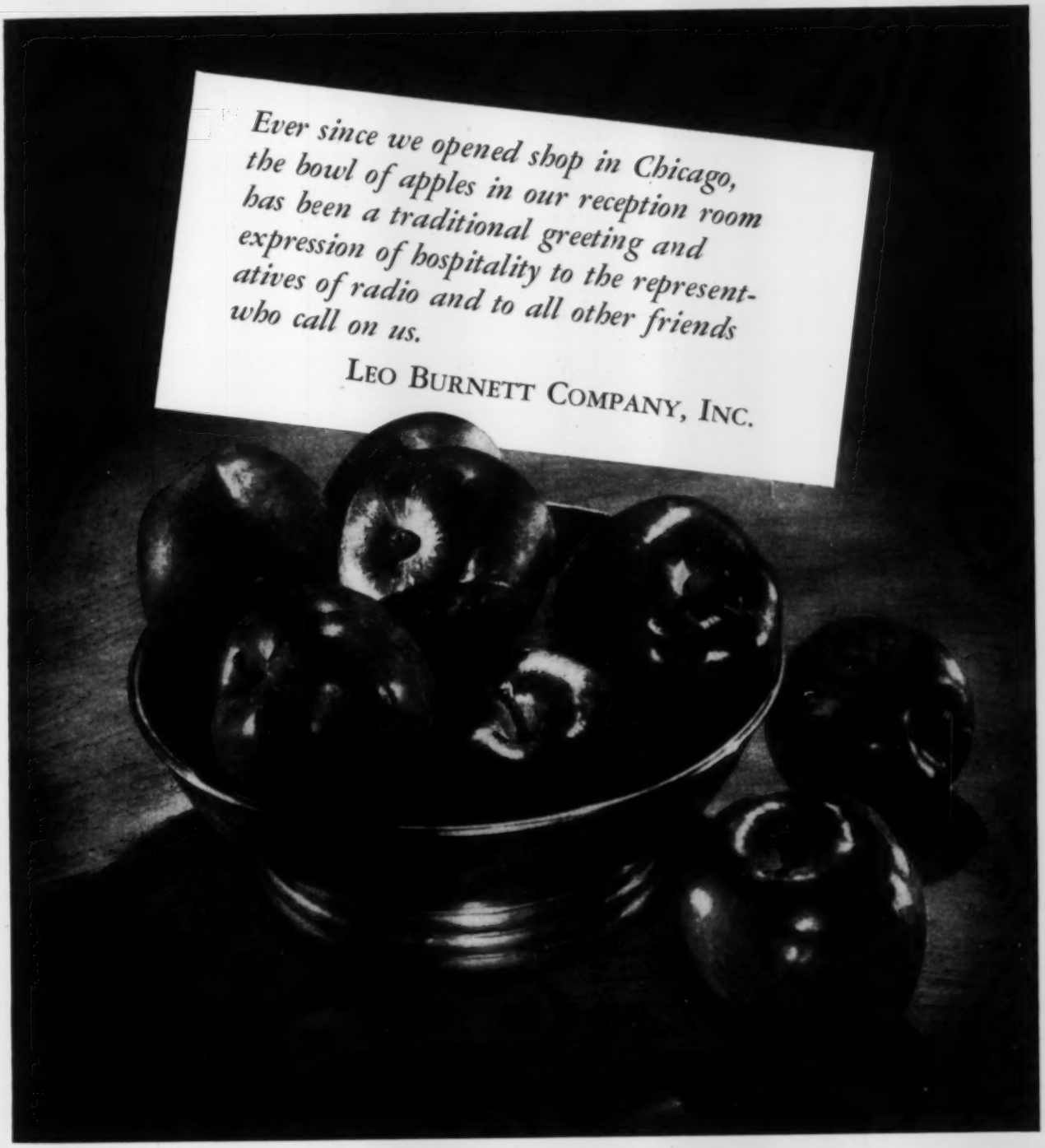
OCTOBER 25, 1948

BROADCASTING
The Newsmagazine of Radio and Television
TELECASTING

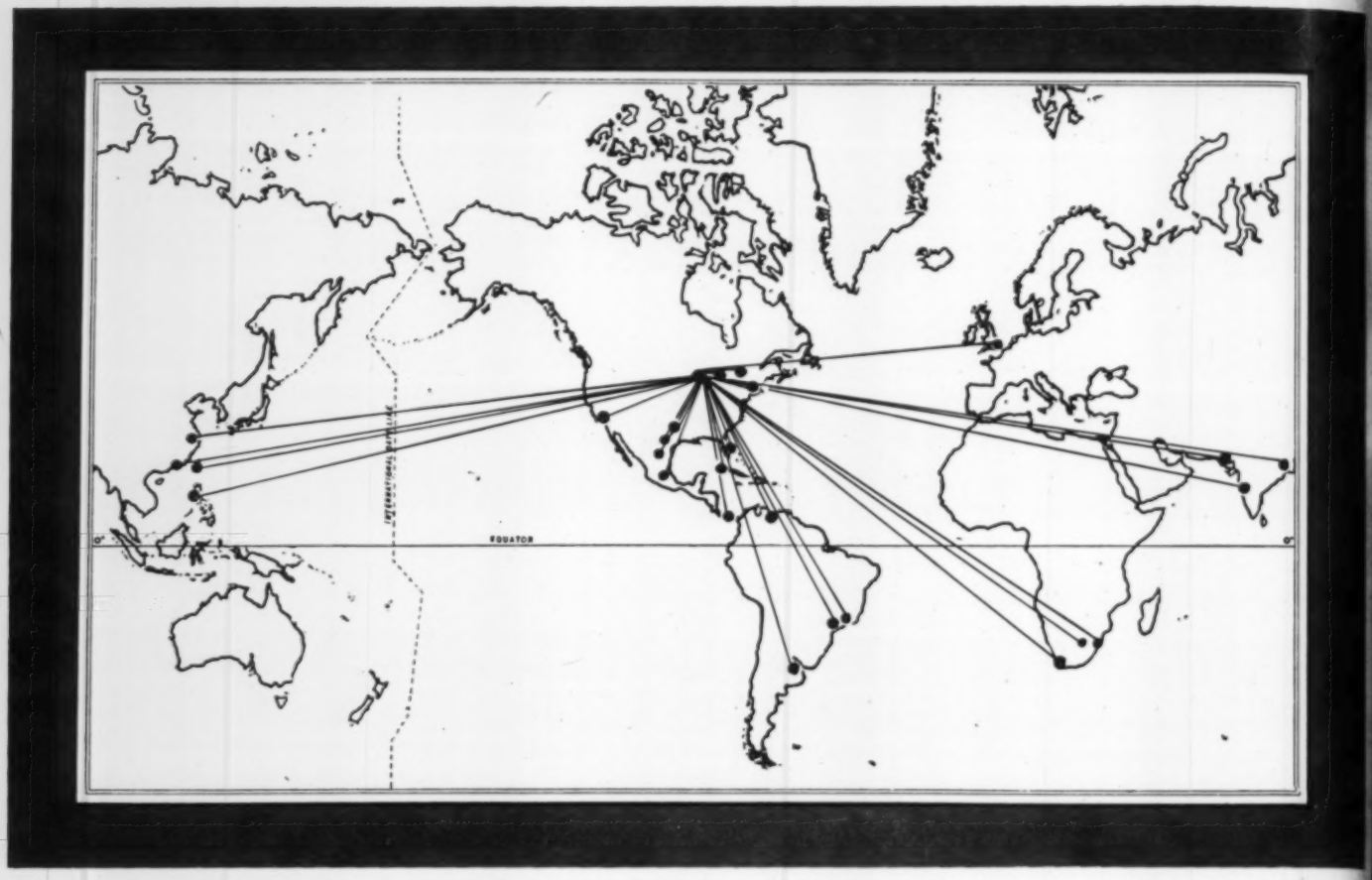
A Continuing Study of Major Radio Markets

Study No. 7

Chicago


Ever since we opened shop in Chicago, the bowl of apples in our reception room has been a traditional greeting and expression of hospitality to the representatives of radio and to all other friends who call on us.
LEO BURNETT COMPANY, INC.

Seventh of a Series



Chicago: Center of Grant World-Wide System

CHICAGO, one of the geographic and economic centers of the world, is the headquarters of Grant Advertising's world-wide network. Grant, Chicago integrates the operation of the entire system of Grant offices, in addition to serving such large domestic accounts as Mars, Inc., J. A. Folger & Co., The Cudahy Packing Co., The Hubinger Co., and American Burlington Buslines.

Grant Advertising, in a period of 13 years, has reached a position of leadership in the field of radio and television not only in Chicago and the United States but in many other countries.

Grant believes that a most important factor in radio is the cost per listener. The success of this Grant principle was proved in a Nielsen survey which showed that a Grant-produced program in a recent period was heard in more homes per advertising dollar than any other network show. Thus, Grant assures the advertiser a strong, economical penetration of his sales message. The constantly growing volume of programs produced by Grant offices is indication of the value of radio and television to Grant clients.

CHICAGO	DALLAS	NEW YORK	HOLLYWOOD	DETROIT	WESLACO	MIAMI	HAVANA	MEXICO CITY
MONTERREY	CARACAS	RIO DE JANEIRO	SAO PAULO	BUENOS AIRES	PANAMA	TORONTO	LONDON	BOMBAY
CALCUTTA	KARACHI	MANILA	SHANGHAI	TAIPEH	HONG KONG	JOHANNESBURG	DURBAN	CAPE TOWN

Grant Advertising, Inc.

919 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

Leonard Bartholomew Photo, WGN-TV

By BILL THOMPSON

CHICAGOANS calmly accept the belief that their city is destined to be the greatest in the world.

And why not? Chicago was blessed by nature with a location second-to-none. Its geography, which makes it so important to water travel that it sees more ships in a year than the Panama Canal, also makes it an incomparable crossroads on land. East-west movements between the far northern states must go around Lake Michigan and through the city.

Consequently, 22 trunk line railroads and 17 connecting belt lines converge on 7,850 miles of tracks at this "world's largest railway center." Eight per cent of the entire railroad investment of the United States is centered in the city. Over 66,000 cars are handled a day—more than in New York and St. Louis combined—and 1,500 passenger trains arrive or depart every 24 hours. Seventy percent of the nation's population can be served at the lower first-class rail freight rates from Chicago, whereas only 38.1% can be thus served from New York.

Highway motor services, more extensive than those of any city in the world, provide scheduled daily transportation to 24,000 communities.

And with the advent of the air age, Chicago finds itself in a commanding global position—within 40 hours of any city on earth. Ten major airlines transport more than 3,000,000 passengers in and out of the city annually, and seven lines operate scheduled air freight services. Within a 20-mile radius of Chicago's roaring "loop" are 21 airports.

In many respects, Chicago already is the world's first city. It leads all other industrial areas in the production of meat and packing house products; agricultural implements; telephone equipment; petroleum products; soaps, perfumes, cosmetics, and toilet preparations; radio and radar apparatus; confectionery; machinery (including electrical); machine shop products; major electrical household appliances; sporting and athletic goods; and gloves and mittens. It produces 43% of the nation's output of radio and radar apparatus. At the close of the war, WPB revealed that almost 30% of such equipment made for war use came out of Chicago.

It leads in the distribution of furniture and household furnishings; mail order merchandise; food products; produce; and jewelry.

Its Stevens Hotel is the world's largest, and its Merchandise Mart, the largest commercial building.

It sends and receives more telegrams; publishes more trade catalogs and telephone directories; and handles more domestic money orders and parcel post packages than any other city.

Chicago's retail trade currently is running at the rate of 4 billion dollars annually, but this is not an accurate gauge of the city's greatness. Each year it produces 10 billion dollars worth of goods, and between 7 and 10 billion dollars worth is handled in wholesale trade. Still other billions are in services, recreation, and education —making in all, close to a 25 billion dollar market.

60 Million People Within A Radius of 500 Miles

The city proper has an estimated population today of about 3,725,000, second in the nation and fourth in the world. The six-county Chicago industrial area, however, has more than 5,325,000 persons. Seven million live within a 100-mile radius of the city, 10 million within 150 miles, and 60 million within a 500-mile circle. The U. S. center of population is 180 miles south of the city at a point just west of the Illinois-Indiana state line. This means it is easier to reach all 142 million Americans from Chicago than from any other city.

Audience surveys taken for Chicago's seven 50,000-w AM stations show they blanket areas with populations ranging from 10 to 15 million. *The Chicago Tribune*, owner of WGN, calls the region comprising Illinois, Wisconsin, Indiana, Michigan, and Iowa—"Chicagoland."

The Stations That Lure Dollars to Chicago

These seven stations — WBBM (CBS), WCFL (Chicago Federation of Labor), WENR (ABC), WJJD (Marshall Field), WLS (*Prairie Farmer*), WMAQ (NBC), and WGN—aided by seven other local AMs, four TVs, two suburban AMs, and three suburban FMs, help lure an estimated 8 million midwestern shoppers to the 49,800 retail firms in the 90 separate and distinct retail shopping centers within the immediate Chicago area. This is logical in view of the fact that there are nearly 2,500,000 persons gainfully employed in the Chicago industrial area. Approxi-

(Continued on Chicago 4)

Radio Market

(Continued from Chicago 3)

mately 37% of these are women—"the buyers of the nation."

About 58% of the city's population is in the productive age group—20 to 55—when earning capacity is at its peak and needs are relatively high. Another index of potential economic capacity is the high proportion of males in the Chicago population. For the 10 largest American cities, the sex ratio is 96.8 males to every 100 females. In Chicago, the ratio is 98, nearly 1% higher than New York.

School Figure Is High Among Large Cities

Educational attainments are a useful key to whether people are economically stable. Of Chicago's 16 and 17-year-olds, 77.8% are in school—the highest percentage of the four largest U. S. cities and considerably above the figure of 75.6% for all U. S. urban centers.

Employment and payrolls have increased steadily since the war. In September, 1945, first month after V-J Day, employment was 11.5% above the average for 1935-39. Payrolls were 102.5% higher. By December, 1946, the pre-war averages had been topped by 36.1% and 180%, respectively.

These other business barometers were noted between January, 1946, and January, 1947:

Electric power consumption increased 9.3%, bank clearings 17%, checks cashed 7.7%, retail trade 34%, and average weekly wages increased from $45.38 to $51.62. (National average currently is $46.83.)

And, Chicagoans being only human — marriage license applications increased 38% and births 25%.

Chicago's economic development and the proportionate buying power of its people is reflected in a 400% increase in property values from 1943 to 1947, or from $1,861,585,339 to $7,549,887,869.

The Chicago retail trading area is an economic geographical unit that presents to the advertiser a complete local market. Here are some facts about its makeup:

225 Suburban Communities Fringe Chicago

Within a 40-mile radius of downtown are 225 suburban communities — also scattered farms. Of 1,378,618 families, 1,300,000 own one or more radios. About 65% of its people are under 40. Most of its families "stay that way" as 65.9% of all persons over 15 marry, and only 2.6% are divorced or separated.

More than half of the employed are married men supporting families. Average annual family income is $4,326.59. About 21% of the employed have operative jobs, 20% are clerks (including retail), 18% are craftsmen, 12% proprietors, managers, or "officials," 8% are in professions or semi-professional work, 6% laborers, 5% service workers, and the remainder are salesmen, protective officers, and domestics.

More than 37% make between $2,000 and $3,000 annually; 22% between $3,000 and $4,000; 20% between $1,000 and $2,000; and 8% between $4,000 and $5,000.

Day or night, Chicago is always humming. This is desirable from the radio advertiser's viewpoint, for he can utilize the early morning and late evening radio time periods at considerable saving in time costs. A total of 504,000 workers, or 12% of those employed, work on shift—spending their free (and radio) time at other than conventional hours of the day.

Everyone in the Midwest goes to Chicago at one time or another. It is a regional headquarters of the Federal Reserve System, Social Security, FHA, VA, Federal Home Loan Bank System, SEC, and the Federal Deposit Insurance Corp.

Indications of Chicago's stability are seen in the fact that more than half of its 1,285,784 dwellings are single or duplex, and nearly three-quarters of them contain three or more persons. Forty per cent of the city's families own their own homes. Average cost is $11,475 (1947 valuation). The remainder pay rents averaging $42.34 monthly. A total of 99.1% of all dwelling units are equipped with electricity and running water.

Iron and Steel Industries Provide Employment

Of 641,523 automobiles in the metropolitan area, 15% are postwar and 84% are less than 10 years old.

Chicago's largest industry, in terms of employment afforded, is iron and steel. Following, in order of size, are food processing, including meat packing and confectionery; machinery, machine tools, and metal working; electrical equipment, radio and radar; printing trades; and men's, women's, and children's apparel.

In terms of specific enterprises, first place goes to Swift & Co., whose sales last year were $2,249,000,000 and whose radio budget runs into the millions. Following, in order, are Sears, Roebuck & Co., founder of WLS (for "World's Largest Store"), $1,982,000,000; Armour & Co., $1,957,000,000; and Montgomery Ward & Co., $1,159,000,000. Other very large enterprises, in terms of dollar sales, are Standard Oil Co. of Indiana, Pure Oil Co., Carnegie-Illinois Steel, Inland Steel, and International Harvester Co.

. . . CHICAGO and the adjacent Areas

Balance in Industry Affords Recession Insurance

There are 11,250 manufacturing concerns and 9,000 wholesale establishments in the Chicago industrial area.

Depressions affect Chicago less than most large cities because of its highly diversified industry and because of a balance in the Upper Mississippi Valley—of which Chicago is the focal point—between trade, industry, and agriculture. This balance is indicated by the fact that within a 500-mile radius of the city are 37% of the nation's wholesale establishments, 38% of its retail stores, 39% of its manufactories, and 40% of the nation's farm output in terms of dollar value of products.

Industrial output in the Chicago area was estimated at 11½ billion dollars in 1947, as compared to 4¾ billion in 1939.

Culturally, the city ranks high with four universities and scores of technological institutes. An average of 3,000 students attend the Chicago Art Institute, where famous paintings are on display, and each year tens of thousands of visitors troop through the world-famous Museum of Science and Industry, Oriental Institute, Field Museum, Adler Planetarium, and Shedd Aquarium. Noted for its lakefront spectacles, Chicago attracts thousands more to sports and musical attractions in Soldiers Field, as well as to such colossal promotions as the recent Railroad Fair. Two major league baseball and three professional football teams bring hundreds of thousands of visitors to the city in addition to those following college sports.

Chicago Makes Its Claim To Many Radio Firsts

Chicago has been credited with many radio firsts:

When its enterprising broadcasters found they were denied the opportunity to originate many shows because they lacked the talent available in New York and Hollywood, they developed the soap opera. In 1945, this "Chicago idea" brought 30 million dollars in time charges to CBS and NBC—66% of the two networks' daytime revenue, 22% of their total revenue, and 15% of the gross of all network broadcasting.

Aimed at the same group of listeners was the audience participation show, also a Chicago origination. One of the best of these is the *ABC Breakfast Club*, from WENR, which has been on the air with the same m.c. 15 years and in 1948 will cost its sponsors more than 3 million dollars for time and talent.

Because of the abundance of child talent, "kid radio" first flourished in Chicago. *Orphan Annie, Skippy, Jack Armstrong, Captain Midnight, Terry and the Pirates, Dick Tracy, Tom Mix*, the *Quiz Kids* and others originated in the city.

And because kid shows require bigger and better sound effects, Chicago also became headquarters for radio's first "noise" men. Many of the techniques now employed in New York and Hollywood were developed there.

Record Shows Radio Pioneers That Began in Chicago Radio

Chicago broadcasters put the Guy Lombardo, Kay Kyser, Ha Kemp, Ben Bernie and Phil Harris orchestras on the air for the first time, as well as such comedy acts as *Amos 'n' Andy, Fibber McGee and Molly, Lum 'n' Abner*, and *The Great Gildersleeve*. Jane Froman and Vivian della Chiesa first sang before a mike in Chicago, and Don Ameche, Tyrone Power and Re

(Continued on Chicago 6)

"Radio advertising means increased demand in my business"

Austin K. Noblitt
Noblitt Hatchery
Rockville, Indiana

THE name of Austin Noblitt's store in Rockville, Indiana, is misleading. Actually, "hatchery" represents but a small part of the business. Starting with a hatchery in 1941, Noblitt has since added home appliances, hardware, garden tools, radios, feeds and seeds, building supplies and toys! Today, the Noblitt Hatchery store is a tribute to a man's—and a town's progressive belief in the future.

Mr. Noblitt, after leaving Purdue University in 1928, worked on farms and in towns catering to rural folks. Prior to opening his own store he lived for five years on a farm in Parke County, of which Rockville is the county seat. He knows the people—their likes, habits and ambitions. He knows, too, the power of WLS among these people. That's why in his present business he makes a point of stocking WLS-advertised products. According to Mr. Noblitt, demand increases when products are WLS-advertised.

Figures bear out WLS popularity in Parke County. BMB gives WLS number one spot—86% day, 82% night. In 1947 the 3,840 radio families in this county sent WLS 2,559 letters . . . 67% response! Parke County represents a thriving market—over 8 million dollars in retail sales, $14,200,000 effective buying income.

Like Austin Noblitt, WLS, too, *knows* these people. For over 24 years this typical Midwestern county has been served, entertained and advised by the powerful voice of WLS. They have reacted with loyalty, acceptance and belief—the basic ingredients of advertising results.

WLS has 567 such counties in its BMB daytime coverage area. Any John Blair man can tell you the complete market story.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

Radio Market

(Continued from Chicago 4)

Skelton were radio actors there before they went to Hollywood.

Chicago radio takes pride in having started on the road to fame such well-known executives as NBC President Niles Trammel; CBS Vice President Don W. Thornburgh; J. Leonard Reinsch, managing director of the Cox stations; Frank E. Mullen, general manager of the Richards stations; NBC Administrative Vice Presidents Sidney N. Strotz and Harry C. Kopf, and James D. Shouse, president of Crosley Broadcasting Corp.

KYW, First Station, Debut Was in 1921

First commercial station in Chicago was KYW, Westinghouse outlet now in Philadelphia, which took the air Armistice Day, 1921. However, since KYW has not been in the Chicago picture since 1934, WAAF, founded by the *Chicago Daily Drovers Journal*, is acknowledged as the city's oldest station. Established in May, 1922, WAAF is widely known as the guinea pig used by AFM Czar James C. Petrillo to test the validity of the Lea Act with respect to featherbedding.

In the fall of 1922, the *Chicago Daily News* and the Fair Store put WMAQ on the air. This 500-w station was forerunner of NBC's 50,000-w WMAQ of today. It was first in the nation to broadcast the Democratic and Republican Conventions (1924); a daily schedule of professional baseball games (Chicago Cubs, 1925); an intercollegiate football game (Chicago vs. Kentucky, 1925); a trans-Atlantic conversation (between John Gunther, London correspondent of the *Chicago Daily News*, and Hal O'Flaherty, foreign news editor of the paper, 1925). Two more stations were born in 1923: The predecessor of WAIT, lively 5,000-w independent, and WENR, the 50,000-w station formerly owned by the late utilities magnate, Samuel Insull, that shares ABC network time with two other stations.

Gene T. Dyer, owner of WAIT, is one of Chicago's best known radio figures. In addition to WAIT, he developed 250-w WSBC and 5,000-w WGES, successful foreign language stations. He probably was harder hit by FCC's duopoly ruling than any other Chicago station owner.

Four More Make Appearance In 1924

Radio history was in the making in Chicago in 1924. The influential *Tribune* introduced WGN (for "World's Greatest Newspaper"); Sears, Roebuck & Co. established WLS; two enterprising young brothers, named Atlass, got a license for WBBM, the present CBS owned-and-operated outlet; and WGES, later to thrive under Gene Dyer, was founded by a group headed by the Coyne Electrical and Trade School. WGES took its call letters from "World's Greatest Engineering School."

WGN had a modest beginning. Its first studio was a squash court atop the Drake Hotel with a transmitter in the shower room and a clothes closet as engineers control room. Today, "serving the Midwest" like its fabulous newspaper parent, it occupies a four-story Gothic building, adjacent to and matching in splendor Tribune Tower. Every known improvement and invention of modern radio science is housed here. By next year, WGN, WGNB, its FM affiliate, and WGN-TV, its video station now in temporary quarters in the *Chicago Daily News* Bldg., will be under one roof in the Tribune's new Centennial Bldg. Now under construction, this 8-story addition to Tribune Tower will have 2½ floors especially designed for WGN, whose present building will be utilized as a main studio and foyer of the new structure. WGN is the only Chicago station to have been affiliated with three networks—NBC, CBS, and now Mutual, of which it was one of the founders.

WLS was founded "to serve the farms and homes of America," but not until the then 87-year-old *Prairie Farmer* purchased the station in 1928 was that basic purpose broadened in interpretation. Centering its attention on farm and home life, the station has originated many features of radio today accepted as basic ingredients of radio programming, especially for stations serving rural audiences.

Largest Farm Audience Is Claim of WLS

WLS, which claims the largest farm audience in America, features farm service and homemakers programs, market reports direct from the Chicago Board of Trade, Dept. of Agriculure releases, broadcasts of such rural events as corn husking contests, and entertainment as typified by the regular Saturday night five-hour-long *National Barn Dance*, now in its 25th year.

Deeply etched in Chicago's broadcasting history is the name Atlass. H. Leslie and Ralph L. Atlass built the foundations for three of the city's most successful broadcasting operations—WBBM, WIND, and WJJD.

WBBM was born in the basement of the Atlass family home on the city's far north side. Within three years the station revolutionized Chicago broadcasting by (1) airing dance music as well as church services on Sunday; (2) carrying regular remote control broadcasts, with lines running from one end of the city to the other; and (3) clinching the largest number of local sponsors in the history of the '20s.

CBS Acquired WBBM In 1933

WBBM was purchased by CBS in 1933. Les Atlass, 10 years older than Ralph, was made general manager of the station on a lifetime basis and vice president of CBS in charge of the Central Division.

By this time, Ralph Atlass, with the help of his brother and P. K. Wrigley, chewing gum magnate, had bought an obscure Gary, Ind., station with the call letters WJKS. This tag soon was dropped for WIND, connoting Windy City, and the station underwent rapid and continuous growth with headquarters in the grandiose Wrigley Building.

Now controlled by Les Atlass, Mr. Wrigley and the *Chicago Daily News*, with Ralph Atlass as general manager, WIND claims billings of more than 2 million dollars annually. It is to Chicagoans what WNEW is to New York, despite the fact its power is 5,000 as compared to WNEW's 10,0000.

A year after the Gary purchase, Ralph Atlass formed a group of businessmen to buy WJJD, the Loyal Order of Moose station at Mooseheart, Ill. Six years later, the Atlass brothers, Mr. Wrigley, and three others, bought out the group. FCC's duopoly ruling soon forced the owners to sell, but WJJD is run in the Atlass manner by Arthur F. Harre, a star pupil of the brothers.

Marshall Field Now Owner OF WJJD

The station now is owned by Marshall Field, grandson of Chicago's pioneer merchant, and is one of the Field Enterprises chain of outlets. It claims billings third highest among the nation's independents.

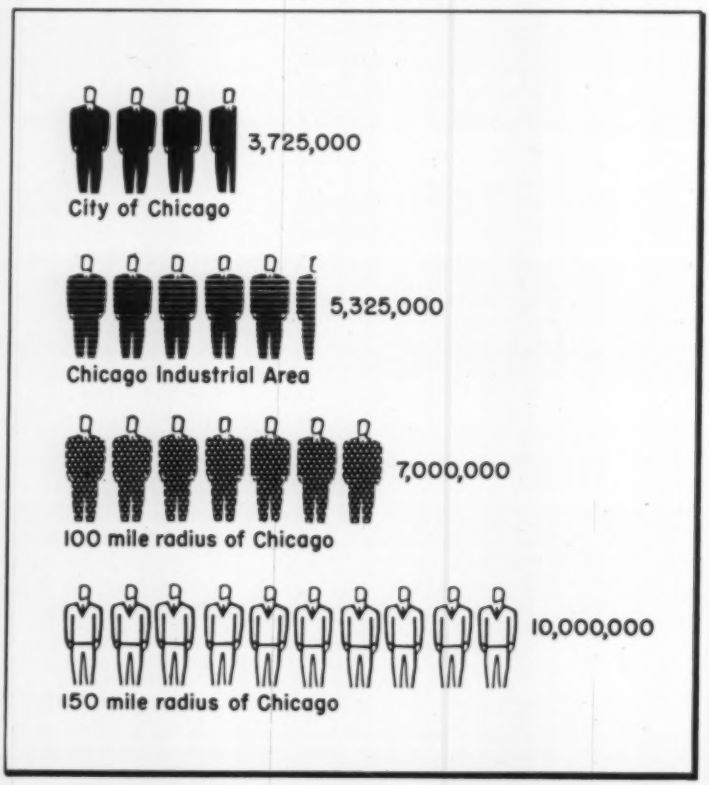
Of three stations founded in 1926, WCFL, the 50,000-w Chicago Federation of Labor station is most prominent. Only labor-owned AM station in the country, it claims to cover an interference-free area of 28,025 square miles. Other outlets established in 1926 are WCRW, 250 w, which takes its call letters from the name of its owner, operator, manager, and engineer — Clinton R. White — and

(Continued on Chicago 8)

TREND OF TRADE & FINANCES IN CHICAGO

(Sources: U. S. Bureau of Census—Chicago Assoc. of Commerce, Domestic Commerce Dept.—Federal Reserve Bank of Chicago)

YEAR	WHOLESALE SALES AMOUNT	INDEX	RETAIL SALES AMOUNT	INDEX	BANK DEBITS—20 LARGEST BANKS AMOUNT	INDEX
1939	$4,080,415,000	86.9	$1,514,000,000	72.1	$37,519,000,000	59.5
1943	7,440,000,000	130.6	2,300,000,000	109.5	65,738,000,000	104.3
1944	7,700,000,000	135.2	2,500,000,000	119.1	74,129,000,000	117.6
1945	7,800,000,000	136.9	2,700,000,000	128.6	75,262,000,000	119.4
1946	9,400,000,000	165.0	3,300,000,000	157.2	81,105,000,000	128.7

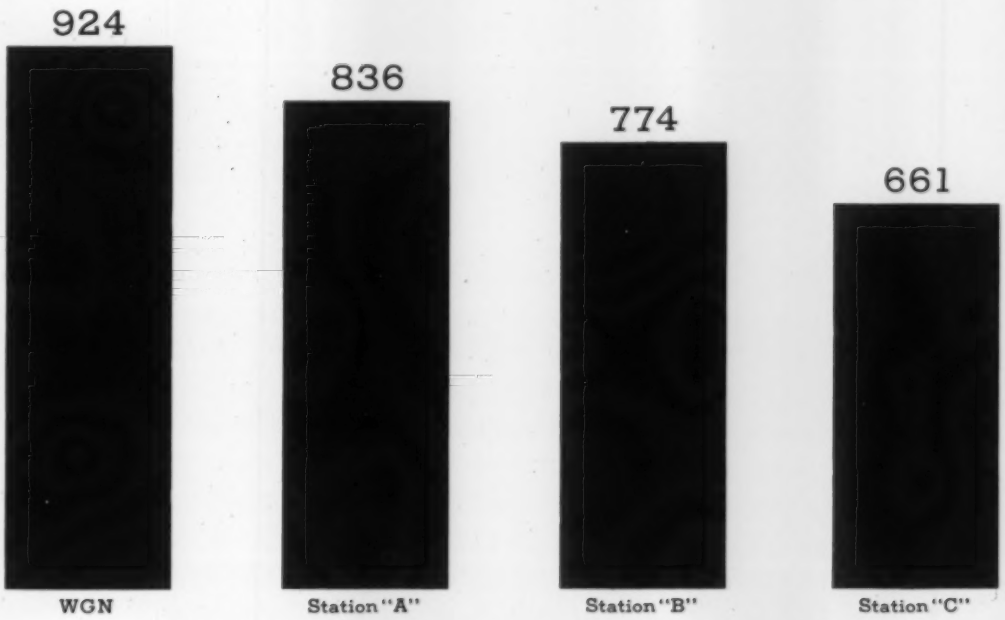


. . . Population in the Chicago Area

. . . THE SPOT ADVERTISERS

who selected WGN for their daytime, Monday thru Friday, middlewestern radio advertising received more*for their money than they would have on any other Chicago network station.

Actually, in **HOMES PER DOLLAR** per quarter hour . . .



Make sure that each one of your dollars buys you into over 900 homes. The only station in Chicago, as shown above, that can do this is WGN.

*Based on Nielsen Total Audience, January-April, 1948 using published time costs only.

A Clear Channel Station . . . Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Radio Market

(Continued from Chicago 6)

WEDC, also 250 w, owned by Emil Denemark, a southwest side business man.

The only AM stations in the immediate Chicago area not previously mentioned are WHFC, 250-w foreign language station in suburban Cicero, whose FM affiliate, WEHS, recently became the first commercial station in the country to participate in "Storecasting"; WMBI, 500-w Moody Bible Institute outlet; WCBD, 5,000-w voice of the famous Zion Tabernacle of the Christian Catholic Church; and WNMP, Evanston, 1,000 w, which is getting stiff competition from WEAW, Evanston, one of the nation's most efficiently run FM stations.

Many Other FM Outlets In City's Radio Picture

Other independent FM operations in the metropoltan area are WEFM, Zenith Radio Corp. experimental outlet; WOAK, Oak Park, serving Chicago's western suburbs; and WLEY Elmwood Park, serving suburbs to the northwest.

WHFC and WMBI were established in 1926; WCBD, WNMP, and WEAW in 1947; and WOAK and WLEY this year. Zenith's FM station has been on the air since February 1940.

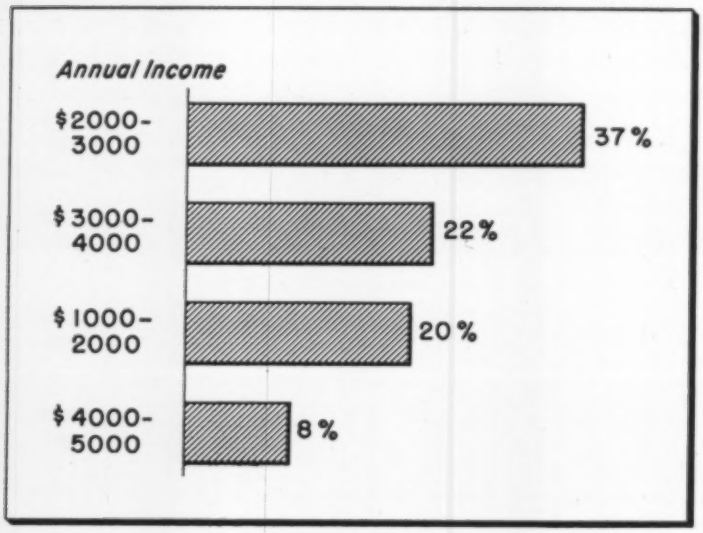
Eight AM stations operate FM affiliates and duplicate AM programs. These are WBBM, WJJD, WGN, WMAQ, WSBC, WHFC, WENR, and WMBI. The WGN affiliate—WGNB—did its own programming from September, 1941, when it took the air, until last summer when it began to duplicate WGN and MBS from noon until 10 p. m. daily. Since December, 1945, WGNB operations have been directed by Marion Claire, former WGN prima donna of the *Chicago Theatre of the Air* and present director of the program.

WGNB started duplicating AM because its owner, the *Tribune*, found the cost of operating WGN-TV, its new television station, higher than anticipated. At the same time, WGNB dropped about a dozen exclusively FM accounts. Only FM time now being sold in the Chicago area is on the three suburban stations — WEAW, WLEY, and WOAK.

Chicago Bids for Role Of Radio's First City

Chicago hopes to become radio's first city through the medium of television. Already recognized as the electronics capital of the world, it has three TV stations in commercial operation, one soon to take the air, and five bids in hearing for its three remaining channels. On the air are WBKB, the Balaban & Katz outlet, which telecast its first test pattern in 1940 but did not go commercial until September, 1947; WGN-TV, which staged an ambitious inaugural last April; and WENR-TV, hub of ABC's midwest television network, which beat all other western networks to the tape in September. WNBQ, NBC outlet, started sending test patterns early this month and, with FCC permission, carried the Cleveland portion of the World Series on an experimental basis.

Applications are in for Chicago channels from WBBM, WIND, WJJD, Zenith Radio Corp., and Warner Brothers Pictures. Zenith's owner, Commdr. Eugene F. McDonald Jr., clings to the hope his Phonevision promotion will be popular with the public despite the fact AT&T recently gave him the cold shoulder. The telephone company, "correcting misunderstandings" that the Bell System companies would sponsor Phonevision, wrote Commdr. McDonald that the companies "would probably not find it practicable to do more than provide [Phonevision] circuits."



. . . DISTRIBUTION of Income

Schreiber Sees Video Place for Chicago

Chicago's telecasters are going after video supremacy in a practical way. Frank P. Schreiber, manager of WGN-TV, thinks it's "plain nonsense" to think Chicago will attract film talent from Hollywood and stage talent from New York, but he feels the city has much to offer in televised sports shows and in "idea shows" in which name talent is not important.

Mr. Schreiber recently had reason to crow about the manner in which the public received WGN-TV's presentation of the 1948 All-Star football game in Soldiers Field. More than a half-million persons are reported to have seen the game on tele sets. Chicago TV experts said the telecasting of the game did for video what the Dempsey-Carpentier fight did for radio in 1921. WGN-TV telecast the Chicago White Sox games exclusively last summer, and currently has an exclusive for Northwestern U's home football games.

WBKB, headed by John Balaban, Balaban & Katz president, has taken the lead in what Mr. Schreiber calls "idea shows." In fact, *Junior Jamboree*, *Knickerbocker Show*, and the dramatic offerings of the Barnum Tele-Theatre Players have attracted favorable criticism on both East and West Coasts. Still, WBKB has not neglected sports. The station brought Notre Dame football games from South Bend, Ind., to Chicago by microwave relay in the fall of 1947.

Eddy Resigns WBKB For New Position

Until Sept. 2, of this year, WBKB had been directed for nine years by Capt. William C. Eddy, often called "Mr. Television Himself" because he holds more than 100 TV, radio and electronics patents. On that date he resigned to become president of Television Associates, manufacturers and television consultants.

WGN-TV's best shows are *Club Television*, with a galaxy of talent, *Cross Question*, which dramatizes actual jury trials, *Mystery Theatre*, and *Man About Town*.

WENR-TV's forte is adaptation of ABC's popular audience participation shows — *Breakfast Club*, *Ladies Be Seated*, and *Welcome Travelers*.

Chicago's Video Termed Progressive by Lindquist

Norman C. Lindquist, television director of Malcolm-Howard Advertising Agency, points out that "firsts are a habit with Chicagoans in television as evidenced by the time a young lady—months ago—flagged a cab on Michigan Avenue and discovered it was equipped with a video receiver; by organization of the Chicago Television Council, first common ground for stations, advertising agencies, and production companies; and the staging of America's first National Television Show."

"While rival cities thumped drums and made much ado about the need for a real television exposition for the public, Chicago's Electric Assn. actually put on a great show," he observed. "This association also has been instrumental in forcing Chicago's tele set manufacturers to stop shipping a larger percentage of receivers to eastern and western cities through creating a strong demand for them in the Chicago area."

Irna Phillips Sees Talent Source in Chicago

The dyed-in-the-wool Chicago radioman and woman will tell you to go take a jump in Lake Michigan if you so much as imply that Chicago is only a whistle stop on the radio map. In fact, one of the Windy City's most vocal champions is Irna Phillips, the former Ohio schoolteacher who wrote the first successful soap opera, *Painted Dreams*, in 1929 and at one time had four shows on the air with an income of $200,000 a year.

Miss Phillips recently returned to Chicago after two years in Hollywood.

"Chicago is my town and I'm here to stay," she told BROADCASTING in an interview at her Ambassador East apartment. "Hollywood is not a creative center, and never will be. The only reason it has any radio is because of the stars—and they are not creative."

Conceding that New York has a corner on creative effort and talent, Miss Phillips predicts Chicago will get its big chance when agencies and networks realize that sooner or later old talent will have to be replaced and come to Chicago for young actors and writers "that are walking around loose here."

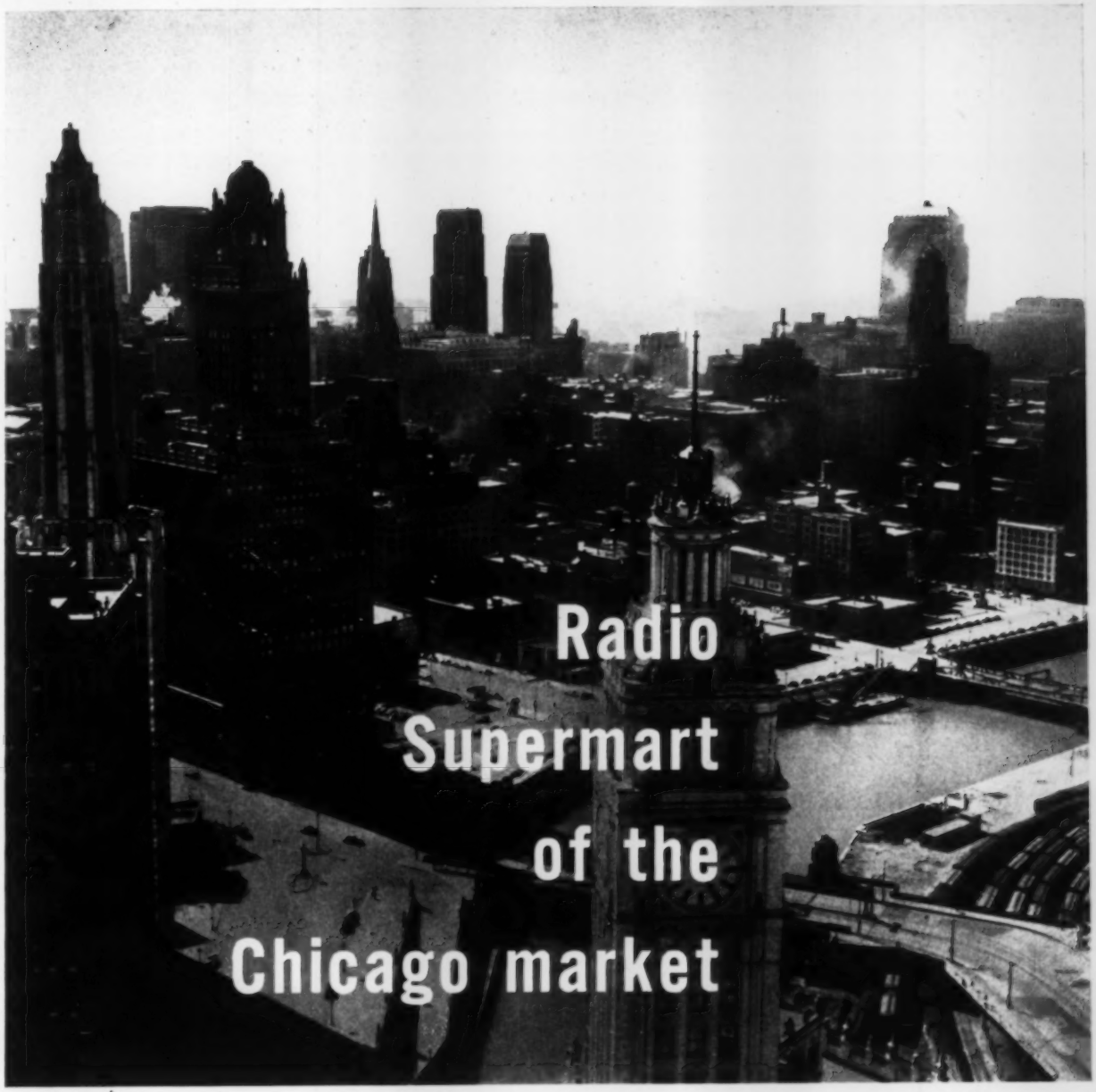
Calls Talent Situation A 'Closed Corporation'

She deplores the fact that radio is a "closed corporation" to beginners because of the Radio Writers Guild and AFRA. Because of union costs in rehearsals, few can afford to train new talent. Instead they rely on oldtimers, she says.

Chicago is noted for super-salesmen. One of the best is Paul McCluer, NBC Central Division sales manager, who went to work for WENR in 1928 as a combination announcer, script writer, and time salesman. He joined NBC two years later as a salesman and soon brought to the network such steady accounts as Miles Laboratories (Alka-Seltzer) and Johnson's Wax, both with NBC today. Here's a general idea of what Paul McCluer and his Midwest team are doing for NBC today:

Procter & Gamble spends $6,800,000 gross annually (facilities only); Miles Laboratories, $2,800,000; General Mills, $2,300,000; Mars (candy), $1,800,000; Johnson Wax, $1,500,000; Toni (home

(Continued on Chicago 10)



Radio's top programs, broadcasting's top stars—these are big reasons why WMAQ is No. 1 in the No. 2 Market.

FIRST IN CHICAGO
WMAQ
50,000 WATTS 670 Kc.
Represented by NBC SPOT SALES

NATIONAL BROADCASTING COMPANY

Radio Market

(Continued from Chicago 8)

permanents), $1,300,000; Pet Milk, $1,200,000.

Mr. McCluer thinks Chicago is "the best place in the world to do business."

"Honesty in the sales approach, a tendency to call a spade a spade, less scheming and conniving, a minimum of so-called 'country club' business, selling on a merit basis rather than on a personal basis—these are some of the reasons why I like Chicago," he says. "Network and station salesmen have more personal contacts with clients than in some other cities, where salesmen must work exclusively through agencies and never get to meet their clients."

Hult Faithful Disciple of McCormick Aggressiveness

Mutual's Midwest vice president, Adolf N. Hult, is another who has done an outstanding job for Chicago. WGN-trained, he subscribes 100% to the principles of his old boss, Col. Robert R. McCormick. In his desk is a dog-eared Sunday supplement from a *Tribune* of two years ago in which Col. McCormick wrote:

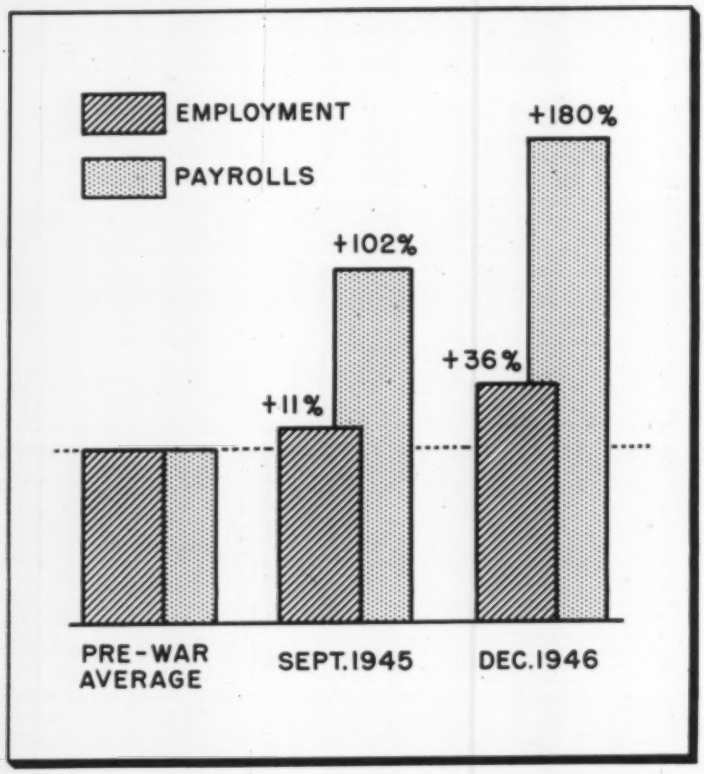
"I criticize a spirit of inferiority complex [in Chicago] which tranquilly accepts second place. . . . I criticize the weakness which accepts with little protest the principle of a head office in New York that ignores Chicago's interests in many ways. . . ."

"Ade" Hult slipped into network sales in 1934 when he found it just as easy to sell for WOR New York, and WLW Cincinnati, at the same time he was selling for WGN. The tri-station network, forerunner of Mutual, got a big lift from his early efforts.

Mr. Hult is amused at the system of protocol as practiced by agencies in the East, and is thankful that "we are less respectful of titles here in Chicago."

Agencies Given Credit For Billing Rise

Most Chicago radiomen agree, however, that agencies were an important factor in bringing their stations billings of about 20 million dollars during the past year. The agencies themselves have billings estimated at more than $100,000,000, much of which goes to Foote, Cone & Belding (Pepsodent, Armour, Toni); J. Walter Thompson (RCA-Victor Distributing Corp., Kraft Cheese, Elgin Watch, part of Swift & Company; McCann-Erickson (International Harvester, Standard Oil of Indiana, part of Swift & Co.); Ruthrauff & Ryan (Wrigley Gum, Palm Beach Clothes); BBDO (Wilson Bros. Men's Wear, Meister Brau); and, until recently, Dancer-Fitzgerald-Sample (most of Procter & Gamble, and General Mills, now handled in New York).



...INCREASES in employment & payroll totals within Chicago

R&R's Mezger Estimates Five Million in Radio

All of the foregoing, except D-F-S which was founded in Chicago in 1943, are New York concerns with big mid-western offices in Chicago. Few will release exact figures as to billings out of Chicago, but Ruthrauff & Ryan's Vice President R. W. Metzger estimates R&R will do more than 5 million dollars' worth of radio in 1948.

Leading the parade of local agencies are Schwimmer & Scott, which has had spectacular success in radio since it created the dramatized spot announcement in 1935, and O'Neil, Larson & McMahon, one of the nation's top mail-order agencies. Both will have billings of more than $3,000,000 this year.

American Meat Reaches 3½ Millions Mark

Leo Burnett Co. (Pure Oil, American Meat Institute) has radio billings of $3,500,000, but does more of a national job. In fact, Leo Burnett is acknowledged as Chicago's greatest agency success story in recent years, rising from three accounts and a staff of seven in 1935 to 20 accounts and ler (Elgin American compacts); 160 employes today. Last winter, the agency moved into 21,000 square feet of space (two floors) in the London Guarantee Bldg., where it had signed a lease for 750 square feet in 1935. It was under Burnett counsel that Pure Oil first employed H. V. Kaltenborn as a commentator and Red Grange as a sportscaster.

Other Billings That Make Up The Chicago Picture

In a class by itself is Grant Advertising, Inc., one of the largest international agencies in the world with offices in 19 major cities. Will C. Grant, president, parlayed his first major account, Mars, Inc. (candy bars) into an enterprise of astounding proportions, now producing about 20 radio shows each in South America and Mexico, as well as numerous shows in the U. S. Grant also handles Cudahy Packing Co., and other large accounts.

Also very successful, but reluctant to be quoted on billings are Needham, Louis & Brorby (Johnson Wax, Morton Salt, Derby Foods, part of Swift & Company); Sherman & Marquette (most of Quaker Oats); Russel M. Seeds (Raleigh Cigarettes, Sheaffer Pen); Tatham-Laird (part of General Mills); Wade Advertising Agency (Miles Laboratories, Shotwell candy bars); and Hill Blackett (Colgate-Palmolive-Peet).

Other Chicago agencies successful in radio are Henri, Hurst & McDonald (Perfect Circle, Skelly Oil, Stewart-Warner); H. W. Kastor & Sons (part of Procter & Gamble); LeVally, Inc. (Household Finance); Olian Advertising (Edelweiss, Atlas Prager, Green River, Beich candies); Morris F. Swaney (Kaiser-Frazer); Goodkind, Joice & Morgan (Jewel Tea); Gourfain-Cobb (Motorola); Cruttenden & Eger (Admiral Corp.); Aubrey, Moore & Wallace (O Henry candy bars); Weiss & Geller (Elgin American Compacts); Roche, Williams & Cleary (Studebaker, Revere Camera); Burnet-Kuhn (Carson, Pirie, Scott, Oscar Mayer meats); Malcolm-Howard (Dad's Old-Fashioned Root Beer, Crosley Distributors, Keeley Beer).

Philadelphia's well-known N. W. Ayer agency handles United Air Lines and other accounts out of Chicago; New York's Young & Rubicam and C. J. La Roche agencies handle Grennan Cakes and Aunt Jemima, respectively; and Detroit's Maxon Inc. bills Brach Candy in Chicago.

Scott Ventures Opinion On Station 'Shortage'

R. J. Scott of Schwimmer & Scott, whose agency has a radio staff of 40, working on 20 accounts, thinks Chicago is becoming increasingly important in radio "because of a present trend toward idea shows rather than those with high priced talent." He believes there is a "decided shortage" of stations in Chicago, "worst shortage in the country with the possible exception of Detroit."

Irving Rocklin, of the small but live-wire agency bearing his name, is a strong advocate of smaller, specialized stations, like those catering to foreign and Negro groups. He wishes Chicago had more of these "to offer greater opportunities to beginning artists, and to serve as a laboratory for testing new ideas."

Dancer-Fitzgerald-Sample's radio director, James Neale, believes that "on a radio basis Chicago is a better place to sell than New York, since more people listen to radio here and you can sell more for your advertising dollar." He points to higher program ratings in Chicago.

Chicago's Audiences Held Most Responsive

Another who thinks Chicago has more responsive audiences than New York is Walter Zivi, radio director of O'Neil, Larson & McMahon. His agency claims to be the biggest user of hill-billy in the nation. Arthur Holland, radio director of Malcolm-Howard agency, believes Chicago has a "marked advantage over New York in that a

(Continued on Chicago 16)

Largest nighttime total audience of any Chicago station is yours on

WENR

The biggest buy in the nation's next-to-the-biggest market—that's what you get on WENR. BMB figures* show that WENR leads all other Chicago stations in total nighttime audience. The count for this one single station is 3,411,890 radio families—10% of the radio homes in the whole nation! And what an audience! Last year the counties where these people live accounted for 22% of all the goods sold at retail in the United States. Those are exciting figures for any advertiser.

But delivering big, bountiful audiences is only *one* of the services WENR performs for its advertisers. Ask your local ABC representative to show you *all* that WENR can do for you and your product.

These two shows, now available, offer large, alert audiences. They're both co-ops—you can sponsor either of them for only WENR's share of the network cost.

America's Town Meeting of the Air . . . 7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate . . . and a huge, loyal, ready-made audience.

Mr. President . . . 1:30 p.m. Sunday. Direct from Hollywood—with MGM's popular Edward Arnold as its star—comes this stirring program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family.

**Survey No. 1—March 1946. Retail sales figures are from Sales Management. Note: report from WENR is combined with WLS. Stations share time with same power and frequency.*

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR — Chicago 50,000 watts 890 kc
KECA — Los Angeles 5,000 watts 790 kc
KGO — San Francisco 50,000 watts 810 kc
WMAL — Washington 5,000 watts 630 kc
WXYZ — Detroit 5,000 watts 1270 kc
WJZ — New York 50,000 watts 770 kc

ABC — Pacific Network

ABC American Broadcasting Company

The Nation's most honored station

"Chicago's Showmanship Station"—50,000-watt WBBM—has won more of this year's most coveted Radio Awards than any other station in America:

THE ALFRED I. DU PONT STATION AWARD

VARIETY PLAQUE AWARD FOR "RESPONSIBILITY TO THE COMMUNITY"

THE GEORGE FOSTER PEABODY AWARD

WBBM was honored six more times for humanitarian service to the community during 1947, including citations by . . .

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOURNALISM AWARD

And WBBM-produced "Melody Lane" was selected as the best commercial program in America for "large store advertisers" by the National Retail Dry Goods Association.

Chicago's most sponsored station

WBBM — the nation's most honored station — carries *more* advertising than any other radio station in Chicago.

. . . And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers — like major radio award committees — have found WBBM has a flair for creating programs that command attention. *And get results.*

Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender . . . whether it's designed to move people to act on a social problem or to move people to *buy* and *buy* and *buy.*

The conclusion is obvious: To get many more Midwesterners to buy much more of *your* merchandise, use WBBM — "Chicago's Showmanship Station."

"Chicago's Showmanship Station" **WBBM**

COLUMBIA OWNED • 50,000 WATTS • 780 KILOCYCLES

Represented by Radio Sales...Radio Stations Representative...CBS

AM HISTORIES

Background and Facts on Area Stations

WAAF

Palmer House
RAndolph 6-1932

Established in May 1922, WAAF, owned and operated by the *Chicago Daily Drovers Journal*, has operated continuously under its original call letters and ownership. It covers the full range of music from symphonic to popular, and has received numerous awards from musical, educational and cultural groups, with whom it has cooperated for general community welfare. Station points proudly to a testimonial by Poet Carl Sandberg: "WAAF offers everything great in symphonic music, interspersed with the best modernist offerings."

W. E. Hutchinson
Gen. Mgr.

WAAF has 1,000 w power on 950 kc, daytime only. W. E. Hutchinson is general manager and Bradley Eidman, commercial manager. Station has applied for an FM permit.

* * *

WAIT

360 N. Michigan Ave.
FRanklin 2-0660

WAIT was established in 1923 as WCBD, the Guyon (Paradise ballroom) station. Gene T. Dyer, a former agency man, and his assistant, S. M. (Sil) Aston, appointed general manager last year, believe there is ample need in every metropolitan community for a station that concentrates on music with occasional news. Mr. Dyer's pet theory is that listeners tune in for "mood musical background" to escape chatter of frequent announcements, and consequently WAIT pursues a policy of continuous music (block programming), with commercials pared to a minimum. Block system was inaugurated last year.

S. M. Aston
Gen. Mgr.

Mr. Aston does most of the selling while Mr. Dyer maps the program structure. Station uses 5 kw on 820 kc.

* * *

WBBM

410 N. Michigan Ave (Wrigley Bldg.)
WHitehall 4-6000

Another Chicago radio pioneer is WBBM ("The Showmanship Station of CBS"); founded by H. Leslie and Ralph Atlass. Using first an amateur transmitter, they changed it to a regular broadcast call, WBBM. "Where Better Broadcasts Materialize." The Atlass brothers furnished studios in the Broadmoor Hotel, received a power increase to 1550 w.

H. Leslie Atlass
Gen. Mgr.

In 1926 WBBM made a large local sale to Stewart-Warner Co.—fully one-half of its time. Contract was in effect for a year-and-a-half.

In September 1928 WBBM affiliated with CBS. Its power was increased the same year from 5,000 to 10,000 w and boosted the following year to 25,000 w. CBS purchased WBBM in 1933 and two years later the station got its present 50,000 w transmitter on 780 kc. WBBM began experimentation in November 1941, and for several years has maintained W67C (now WBBM-FM), 99.3 mc, 13.5 kw.

(Continued on Chicago 17)

Radio Market

(Continued from Chicago 10)

complete listening radius is possible, whereas New York has the ocean on one side." He thinks Chicago has another advantage in that New York has many major markets in direct competition, while Chicago has only one or two within 300 miles.

A survey by BROADCASTING of nearly 100 Chicago agencies handling radio—there are 230 agencies in all—reveals that soaps, milling, home furnishings, construction, and packaged food accounts are on the upswing.

Chicago has dozens of sponsor success stories, but few compare with that of the Morris B. Sachs Co., whose account presently is handled by Ruthrauff & Ryan.

Success Story Of Morris Sachs

Morris Sachs, a Lithuanian orphan, migrated to Chicago in 1907 at the age of 11. Three years later he was peddling women's blouses, curtains, and blankets house-to-house in a pack on his back. By 1913, he was taking so many orders he bought a horse and wagon in which to cart his merchandise around, and by 1916 he acquired a Ford "with a box in back."

His popularity seemed greatest on Chicago's far south side, so in 1917 Mr. Sachs opened a store at 6624 S. Halsted St., 75 blocks from the city's famous retail district. It had a frontage of 16 feet and was 60 feet deep. In 1930, a few months after Mr. Sachs bought his first radio time on WSBC, the World Storage Battery Station, the store was expanded to two floors, 25 x 125 feet. Jerry Sullivan, an announcer whose clipped "Chi-kawgo" was familiar to Midwest listeners in the '20s, played the piano and read commercials on the first Sachs programs. He was paid $25 a week.

Amateur Hour Program Started in 1934

Later, the store sponsored *Breakfast Express* on WAAF, but not until 1934 did it hit pay dirt with the *Morris B. Sachs Amateur Hour*, which preceded the famous Major Bowes program by eight months, and has been running ever since.

The first *Amateur Hour* shows were aired on WCFL from the window of the store, but within a year the "studio audience" had grown to such proportions that it interfered with traffic on busy Halsted St. When the police intervened, the show was moved to a nearby Masonic Temple, seating 1,000. Meanwhile, the store's frontage was doubled.

1936 Sees Move to WENR

In 1936, the *Amateur Hour* moved to WENR and has remained there since, with the exception of about eight times yearly when it moves into Chicago's Civic Opera House for sell-out benefit performances.

The Sachs mercantile domain now consists of a 187-foot store front—three stories high—on South Halsted St., including a separate bridal shop; a two-story triangular-shaped store on Chicago's north side, and a five-story service building, near the south side establishment.

Famous entertainers who got their start on the *Amateur Hour* include June Haver of the movies, Pamela Britton of "Oklahoma," and Mel Torme, Frankie Lane, Skip Farrell, Maurine Cannon, the Harmonicats, and Lillian *"Hymns of All Churches"* Chookasian, all of radio.

Sachs Attributes Sales Increase to Radio

In addition to the amateur show, the company sponsors a "nostalgic pianologue" titled *—But Not Forgotten*, featuring oldtime pianist Herbie Mintz.

Mr. Sachs recently told BROADCASTING at luncheon in his penthouse atop the Halsted St. store:

"When I went into radio, my sales volume was less than $200,000 yearly. Today, it is nearly $8,000,000, of which 4% goes for radio."

RESULTS IN ADVERTISING

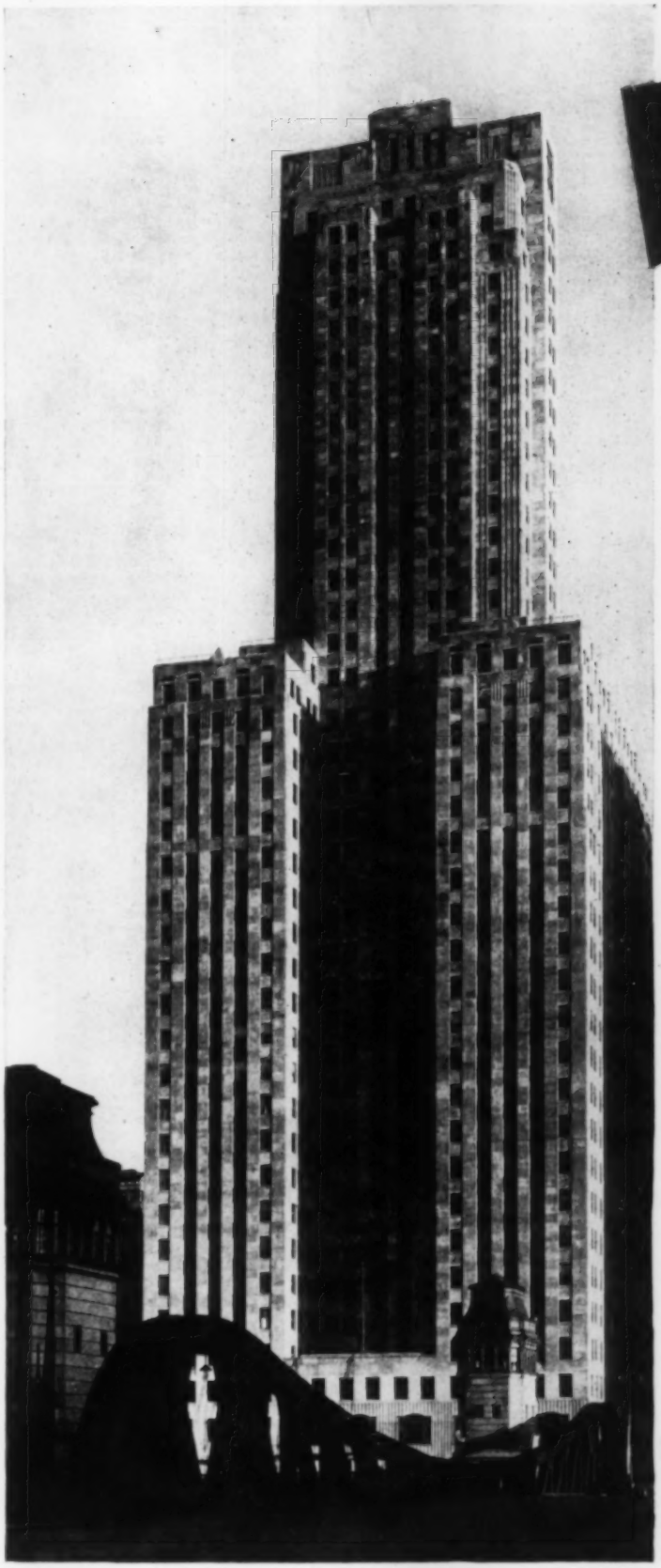
14 years of proven results for our ever-growing list of clients (client turnover has been nil) placing special emphasis on radio and television. Our television staff, one of the largest and most experienced in the country, is now serving five clients in this important medium.

If your account is non-competitive to any we now have, and if you're interested in a fresh approach to your advertising problems, we'd like to come in and discuss them with you.

Randolph 6-7942

MALCOLM ~ HOWARD
ADVERTISING

203 NO. WABASH AVE., CHICAGO 1, ILLINOIS



WAAF

A NEW HOME FOR CHICAGO'S OLDEST CALL LETTERS

A famous Chicago landmark towering above the junction of two great thoroughfares . . . the LaSalle-Wacker Building . . . new home of WAAF, Chicago's Metropolitan Station.

New studios, with the latest developments in acoustical treatment, audition, control rooms, program and business offices . . . modern, efficient, air-conditioned throughout . . . equipped with every facility for top-quality broadcasting service.

A new home, but the same familiar call letters . . . known throughout the Chicago Metropolitan Area since the days of crystal sets and headphones.

A new home, but the same 950 spot on the dial . . . dependable source of fine entertainment, strong local and national news coverage and good community service.

For a big job at low cost in one of the world's richest and most densely populated areas . . . WAAF. Everything is in your favor . . . effective coverage, dial position, a program policy of consistently high quality and twenty-six years of radio know-how in America's Second Largest Market.

WAAF

CHICAGO

950 KC

THE METROPOLITAN STATION

▲

Studios and Offices:

LA SALLE-WACKER BUILDING
CHICAGO 1

▼

Represented Nationally by

GEORGE P. HOLLINGBERY COMPANY

WJJD

outstanding schedule of Collegiate

football

COLLEGIATE SCHEDULE

Sept. 25 Purdue at Notre Dame
Oct. 2 Illinois at Wisconsin
Oct. 9 Army at Illinois
Oct. 16 Illinois at Minnesota
Oct. 23 Purdue at Illinois
Nov. 6 Iowa at Illinois
Nov. 13 Northwestern at Notre Dame
Nov. 20 Illinois at Northwestern

BOB ELSON and "RED" GRANGE form football's most informative and authoritative broadcasting combination as they cover many of the outstanding gridiron classics in the middlewest. Elson, equipped with sixteen years of major sports broadcasting, and Grange, still the outstanding player in football annals, provide not only an accurate description of the happenings on the playing field, but also devote a good deal of time to football strategy and color of the game as it unfolds.

for sports...its

WJJD 50,000 watts

Games also heard on WFMF
...Chicago's leading FM Station

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

AM Histories

(Continued from Chicago 14)

The experiment boasted a special high-gain directional stacked antenna.

In recent years WBBM has emphasized public service features. Such semi-documentaries as *Report Uncensored* (which treated of juvenile delinquency) and *Democracy, USA* are cases in point. General Manager (and vice president in charge of CBS Central Division) is H. Leslie Atlass. Frank Falknor is assistant general manager.

WCBD

Administration Bldg. (Zion, Ill.)
Zion 522

Original WCBD, which began broadcasting July 1, 1923, was erected by and for the Christian Catholic Church. It was operated in the name of Wilbur Glenn Voliva, and programs consisted of the church services and airing of sacred and classical music concerts.

Faced with rising costs and not wanting to enter commercial field, Rev. Voliva arranged for the sale of WCBD to Gene T. Dyer and associates in 1934. Contract provided that the church have five hours of free broadcast time over the station's facilities. Letters were changed to WAIT over which the WCBD outlet continued to broadcast until Sept. 28, 1947. Then FCC pressed for a new arrangement whereby WCBD was listed as an independent station again with the right to broadcast five hours each Sunday over WAIT facilities, 5000 w on 820 kc. WCBD slogan is "serving churches in the Chicago area." Michael J. Mintern is managing director.

* * *

WCFL

666 N. Lake Shore Drive
SUperior 7-5300

WCFL, operating on 1000 kc, is also an ABC affiliate owned and operated by the Chicago Federation of Labor. It was built by the Federation in 1926. Today it is still the only labor-owned AM outlet in the country. Emphasis is on "better programming for more varied entertainment appeal," with children's programs and sports stressed.

Howard Keegan
Gen. Mgr.

Labor Activities Are Highlighted

Quite naturally labor activities highlight station fare. When union typographical workers struck last fall, they took to WCFL nightly to present the "union printers' case." Responsible for these activities to a 400,000 person membership in Chicago is a governing board composed of William A. Lee (Chicago Federation president), Maurice Lynch (WCFL financial secretary), Matthew Woll (first v-p of AFL), Joseph Keenan (WCFL recording secretary), and Harry O'Reilly (AFL organizer). Howard T. Keegan is general manager. Station operates on power of 50,000 w and has applied for an FM permit.

* * *

WCRW

2756 N. Pine Grove Ave.
EAstgate 7-6860

WCRW, known as the "Gold Coast station," took the air on a commercial basis in 1926, under sole ownership of Clinton R. White. Formerly with Marconi International in New York, he became interested in radio in 1910. Station and transmitter are housed in a bungalow on top of the Embassy Hotel. The station shares the air with WSBC and WEDC. Format favors music during five-hour daily schedule. Eighty percent of accounts are local. WCRW operates with 250 w on 1240 kc.

Clinton R. White
Owner

* * *

WEDC

3860 W. Ogden Ave.
ROckwell 2-9461

A 250-w station sharing time with WCRW and WSBC, WEDC took the air in October, 1926, as a pioneer in U. S. foreign language broadcasting. It now has 60% of its shows in five languages. Centered in a one-story building covering an entire block, Denemark Square, station is owned and operated by Emil Denemark, automobile dealer for 25 years and owner of 100 thoroughbred race horses.

Frank Kotnour, who has been with WEDC 19 years, is station manager. More than 95% of the billings are local. It is assigned to 1240 kc.

Frank Kotnour
Manager

* * *

WENR

20 N. Wacker Drive (Civic Opera Bldg.)
DElaware 7-1900

WENR was created by E. N. Rauland, former official of the All

(Continued on Chicago 18)

PROGRAM *Championship*
is building
LISTENER *Leadership*
IN CHICAGO

WCFL

Presents
Champion Sports Attractions

1948 Schedule of
CHICAGO CARDINALS
Professional Champions
(exclusive over WCFL)
* * *
Exciting Play-by-Play of
The CHICAGO BLACKHAWKS
Hockey Favorites
* * *
1948 Schedule of
The NOTRE DAME
Fighting Irish

These top sports attractions and other great local and network features—newscasts, commentators, classical and popular musical shows, the Breakfast Club, Gang Busters—are building *audience leadership.*

For intensive penetration and extensive coverage of the Chicago market, WCFL offers top programming . . . PLUS . . .

Greater Power
50,000 watts
Ideal Position
1000 on the dial
Chicago's Champion Radio Buy
WCFL
666 LAKE SHORE DRIVE, CHICAGO, ILLINOIS
ABC AFFILIATE
REPRESENTED BY THE BOLLING COMPANY, INC.

AM HISTORIES

(Continued from Chicago 17)

American Radio Corp., and took the air March 20, 1925. Two years later it was taken over by Great Lakes Broadcasting Co. (organized by the late Samuel Insull Sr.), which merged it with previously - acquired WBCN, whose call letters were dropped.

Roy McLaughlin
Gen. Mgr.

50 Kw Transmitter Erected in 1928

Great Lakes Co. erected a 50,000 w transmitter in Downers Grove in 1928, and on March 1, 1931, ABC took over management and operation of WENR and also short waver W9XF, which had been on the air since 1929. WENR's studios, originally in the Strause building, were moved to the Civic Opera building in 1930 and the Merchandise Mart the following year. WENR, which still maintains sales offices in the opera building, shares the 890 kc frequency with WLS. WENR-FM began operation Jan. 1, 1948, and like many other FM-ers duplicates network offerings—in this case, ABC's. WENR-TV, ABC's TV outlet in Chicago, started operations in September.

Roy McLaughlin is general manager and commercial manager of the station.

* * *

WGES

2708 W. Washington Blvd.
SAcramento 2-1700

WGES took the air Feb. 15, 1924, owned by the Oak Leaves Broadcasting Station Inc., in the suburban Park Arms Hotel. It was bought by Gene T. Dyer and others in 1930 when Mr. Dyer also owned WCBD and WSBC. At the time of Mr. Dyer's purchase, WGES was located at Guyon Paradise ballroom and moved in 1937 to 2400 Madison St. In 1944 WGES moved to present location on Washington Blvd.

Dr. J. A. Dyer
Pres.-Gen. Mgr.

Dr. Dyer Switched To Radio in 1938

Dr. John A. Dyer, a brother of Gene, is president and general manager. A practicing physician for 15 years, he switched to radio in 1938. Station shared time with WSBT South Bend until 1940 when it went on full time at 1360 kc, now 1390, with 5 kw. WGES presents daily programs in many languages.

Four other active partners are in the company, though Dr. Dyer has controlling interest. Station sells 65% local, and 35% national advertising.

* * *

WGN

441 N. Michigan Ave. (Tribune Tower)
SUperior 7-0100

The forerunner of WGN (a clear-channel station) was 9-ZN, started in 1920. That year, it received directly from Bordeaux, France, by wireless transmission, a news dispatch from a foreign nation. Equipment, which had been rented at $100 per month, became outmoded the following year.

F. P. Schreiber
Gen. Mgr.

In December 1921 Col. Robert R. McCormick's *Tribune* negotiated with KYW (Westinghouse Electric Co.) and in January 1922 started programs on KYW. The *Tribune* on March 24, 1924 leased WJAZ in the Edgewater Beach Hotel. WJAZ at that time was jointly owned by Zenith Radio Co. and the hotel. While under *Tribune* management, the station presented one of the earliest major remotes—the Indianapolis Speedway races of 1924. When the *Tribune* dropped its WJAZ lease in June of the same year, it took over WDAP in the Drake Hotel from the Whitestone Co., and changed letters to WGN with 1,000 w power. It shortly acquired WTAS and WCEE in nearby Elgin and by 1925 was operating three stations: WGN (1,000 w), WTAS (2,500 w), WCEE (1,000 w).

WLIB Call Letters Are Retained

In 1928 the stations were consolidated and the power was increased to 25,000 w; in 1934 to 50,000 w. WGN, Inc., was formed as a *Tribune* subsidiary in January 1932. With four studios in the Drake Hotel proving inadequate, the station built a $600,000 four story studio directly north of Tribune Tower. This will be augmented next year by 12 new studios in the adjacent Centennial Bldg., now under construction. Two studios will be two stories high and one of three stories.

Frank P. Schreiber, who has been associated with the Tribune since 1919, has been general manager and treasurer of the master corporation, WGN, Inc., since Sept. 1, 1940. Paul C. Brines is WGN director of operations, while Marion Claire directs WGNB operations.

* * *

WHFC

6138 W. Cermak Road (Cicero, Ill.)
ROckwell 2-7756

WHFC was started in 1926 by Triangle Broadcasting Station, with Richard W. Hoffman as major stockholder. In 1928 WHFC was formed and stock was transferred to Mr. Hoffman, who still has controlling interest, and two others. Programs are broadcast in several languages. Transmitter is located at 6122 W. Cermak Road. Station was originally in metropolitan Chicago.

R. W. Hoffman
President

Annual Cigarette Drive Proves Popular

One of WHFC's strongest "pullers" is its annual collection from listeners of cigarettes for distribution to hospitalized veterans at Hines and other institutions. Station operates with 250 w on 1450 kc. WEHS, an FM station, is also owned by Mr. Hoffman. It is located at the Bankers Bldg., 105 W. Adams, in Chicago's loop.

* * *

WIND

400 N. Michigan Ave. (Wrigley Bldg.)
WHitehall 4-2170

Founded by Johnson-Kennedy Radio Corp. in 1927, WIND (then WJKS) was located originally at Gary, Ind., with 1,000 w. In the late 20's station was moved to 1360 kc. In 1931 the Atlass brothers, P. K. Wrigley and later John T. Carey (now commercial manager) became owners of WIND (changed then from WJKS), which also changed to 560 kc. Purchase price was $10,000; minority interests sold out in 1946 for about $75,000. Power was increased to 5,000 w.

Ralph Atlass
Gen. Mgr.

News, Wrigley, Atlass Control Station

Present controlling interests are the *Chicago Daily News*, P. K. Wrigley and H. Leslie Atlass, with corporate name of Johnson-Kennedy still retained. While trans-

WHFC

has been serving Chicago's foreign language groups and western suburbs since 1926

WEHS
(its FM affiliate)

is the first commercial station in the nation to air "Storecasts"

WHFC
6138 W. Cermak Road
Cicero

WEHS (FM)
Bankers Building
Chicago

Richard W. Hoffman
President

mitter remains at Gary, studios and offices are in the Wrigley Bldg. John T. Carey was named commercial manager in 1935. One of the first stations to inaugurate block programming, WIND emphasizes music, news, and sports during its 24-hour schedule. It has a TV application pending.

* * *

WJJD

230 N. Michigan Ave. (Carbide & Carbon Bldg.) STate 2-5466

Original license for WJJD was issued on Oct. 13, 1924, to the Supreme Lodge of Loyal Order of Moose at Mooseheart, Ill. (1081 kc, 500 w, unlimited hours.) License was renewed for three months on 990 kc Jan. 27, 1925, and on 810 kc with 1000 w July 19, 1926, getting unlimited time in 1927 and increasing to 20 kw (1180 kc) daytime (sharing time with WEBH on 820 kc). On April 1, 1932, Ralph Atlass was designated head. Main studios were moved from Mooseheart to 201 N. Wells St., and transmitter to Des Plaines, Ill. Control was transferred on Nov. 28, 1938, to H. Leslie and Ralph Atlass, Pauline Atlass (mother of the Atlass brothers), and others, including Philip K. Wrigley.

Arthur F. Harre
Gen. Mgr.

Fields Gains Control In 1944

With NARBA reallocation in 1941, station was granted license at 1160 kc, 20 kw, limited time. Control was transferred July 24, 1944 to Marshall Field and Arthur F. Harre, who had been sales manager, was named general manager. On March 6, 1945, stock was transferred from Field to Field Enterprises Inc., effective April 2. Howard Lane was appointed director of broadcasting for Field stations that fall. Last August the station went to 50,000 w and this May started FM broadcasting on WFMF from 3 to 10:30 p.m. (100.3 mc, 18,000 w effective power). WFMF carries all night games of Chicago White Sox (since WJJD is off the air then). WJJD stresses sports coverage and recorded and transcribed music. Field Enterprises has a TV application pending for the Chicago area.

* * *

WLS

1230 W. Washington Blvd. MOnroe 6-9700

WLS was established by Sears, Roebuck & Co. in 1924 as a 500-watter. WLS was soon featuring fiddlers and oldtime tunes. Midwesterners wanted more folksongs so the WLS *National Barn Dance* was born — became a station "must," and has since continued uninterrupted. *Prairie Farmer* purchased WLS from Sears in 1928. Studios were set up in the *Prairie Farmer* building at 1230 W. Washington. Three years later power was increased to 50,000 w. A clear-channel station, operating on frequency of 890 kc, it is affiliated with ABC and shares time with WENR. Slogan has been "Clean, wholesome entertainment." Basic criterion by which WLS prejudges air material is the station creed enunciated in 1938 by the late Burridge D. Butler, station owner. It reads in part: To me radio is far more than a mere medium of entertainment . . . it is a God-given instrument. . . . No medium developed by mankind is doing more to broaden the lives of rich and poor alike. . . . When you step to the microphone never forget this responsibility and that you are walking as a guest into all those homes beyond the microphone."

Glenn Snyder
Gen. Mgr.

Beer, Liquor Accounts Rejected by WLS

Policy-wise WLS rejects beer and liquor accounts, yet enjoys high commercial success in a "solid market area." Station points to its pioneering in early morning hours of broadcast'ng. Turnover in staff personnel has been relatively small through the years—such veterans as Harold Safford (program director), Tom Rowe (chief engineer), Al Boyd (production manager), Hal Halloran and Jack Holden (announcers), "Chick" Freeman (sales manager), and numerous others all have been with station from 15 to 25 years. Glenn Snyder has been general manager since 1931.

* * *

WMAQ

222 W. North Bank Drive (Merchandise Mart) SUperior 7-8300

One of Chicago's largest department stores and heaviest advertisers, the Fair Store, laid groundwork for the present WMAQ, established as WGU in the spring of 1922 at about the same time the *Chicago Daily News*, an independent newspaper, was seeking a foothold in radio. Result was joint ownership by store and newspaper when station took the air. Following October, with 500 w and transmitter atop the Fair Store building, WMAQ officially began operation.

I. E. Showerman
Gen. Mgr.

Daily News Becomes Sole Owner in 1923

The *Daily News* became sole owner in 1923, moving transmitter and antenna location to the top floor of the LaSalle Hotel. By 1927 engineers agreed the time had come to move the site to the country. Elmhurst, a western suburb, was chosen, with power raised to 5,000 w. Studios were built in the *Daily News* building and from August 1929 until May 1932 WMAQ programs originated there.

In November 1931 NBC assumed ownership and operation, making WMAQ its Chicago outlet for network programs. The following May new studios were opened in the Penthouse of the Merchandise Mart. WMAQ got its 50,000 w. transmitter (at Bloomingdale, Ill.) in 1935 using 670 kc.

General manager (and vice president of NBC Central Division) is I. E. Showerman. WNBQ, TV outlet, is slated for winter inaugural. Transmitter already has arrived and construction work continues in Civic Opera Bldg. An FM outlet recently took the air.

* * *

WMBI

153 Institute Place MIchigan 2-1570

WMBI began broadcasting in July, 1926, with 500 w. Owned by the Moody Bible Institute in Chicago the station has never had any sponsors, all money coming directly from listener donations. The station programs music, mostly religious, with 80% originating at its studios. Staff has both professionals and students, and is training ground for ministerial students who some day hope to combine religion and radio. WMBI operates only during daylight hours on 1110 kc with 5,000 w.

WMBI-FM (formerly WDLM) began broadcasting in November 1943. Now operating with 1,000 w,

(Continued on Chicago 20)

R. L. Constable
Gen. Mgr.

BASIC HOURLY AM RATES

WBBM		$1,100
WMAQ		900
WENR		900
WGN		900
WLS		900
WJJD		260
WAIT		240
WCFL		250
WIND	(24-hr. station)	225
WGES		175
WAAF		175
WCRW		100
WEDC		85
WSBC		120

WMBI-FM

NOW

50,000-W

CHANNEL 283 — 95.5 MC

The Moody Bible Institute announces the increase to 50,000-w, of it's *FM* station. WMBI-*AM*, Chicago's pioneer Christian station has been broadcasting for over 22 years!

●

OWNED AND OPERATED BY

MOODY BIBLE INSTITUTE

153 INSTITUTE PLACE

CHICAGO 10, ILL.

AM HISTORIES

(Continued from Chicago 19)

it has received a CP to increase to 50,000. FM station is heard at 95.5 mc and operates morning to night. General manager of both operations is Robert L. Constable.

WNMP

2201 Oakton St. (Evanston, Ill.)
GReenleaf 5-1590

WNMP took the air Sept. 29, 1947, on a four-hour non-commercial basis, featuring music. Owned by the Evanston Broadcasting Corp., it now operates from 6 a. m. to sunset—in summer and early fall to 7:30 p.m. Corporation includes Angus D. Pfaff, vice president and general manager; Fred S. Newton, president, and J. M. McTaggart, secretary and treasurer. Mr. Pfaff has been in radio since 1930 and originally was with WJBK Detroit. Later he was general manager and 50% stockholder of WHLS Port Huron. He also owned part of WGRB Grand Rapids.

Angus D. Pfaff
Gen. Mgr.

Specialized Programming Is Utilized

Policy of station is determined by area of operation (Evanston) in which commercialism is generally restrained. Block programming is utilized, barring both hot jive or the more heavy classical music.

Some students from Northwestern U. are used, mainly as announcers. Studios and offices are housed in one-story structure, also the transmitter site. WNMP operates with 1,000 w on 1590 kc.

* * *

WSBC

2400 W. Madison St.
MOnroe 6-9060

In 1927 World Storage Battery Co. began operation as WSBC. Call letters came from the company name. Concern owned the station for only a few months, and in 1934 it was bought, after one intervening purchase, by Gene T. Dyer. Studios were at 13th and Michigan until 1937, then moved to 2400 W. Madison, also the transmitter site. At the time of the FCC duopoly ruling, which caused a splitup of Mr. Dyer's three Chicago station properties, Robert Miller bought WSBC for $100,000 and went into partnership with members of his family.

Robert Miller
Gen. Mgr.

Mr. Miller, who had joined the station as a salesman and then served as a staff announcer, is general manager. WSBC shares time with WEDC and WCRW, broadcasting about seven hours daily at 1480 kc, 1,000 w power. It broadcasts in several tongues. WXRT, FM station licensed for fulltime, is operating experimentally in the Sheraton Hotel. Scheduled for 14 programming hours when the station goes commercial, programming will stress serious and special music.

Locator Index on AM Station Histories

WAAF	14	WGN	18
WAIT	14	WHFC	18
WBBM	14	WIND	18
WCBD	17	WJJD	18
WCFL	17	WLS	18
WCRW	17	WMAQ	18
WEDC	17	WMBI	18
WENR	17	WNMP	28
WGES	18	WSBC	28

VIDEO STATION HISTORIES

Backgrounds and Facts

WBKB

190 N. State St.
RAndolph 6-8210

WBKB, owned by the Balaban & Katz theatre circuit, has been progressing steadily since its 1940 debut. First live program was March 26, 1941, and the station went commercial in September 1947.

John Balaban
Pres.-Gen. Mgr.

The station claims to be the first TV outlet to meet FCC's requirement of 28 broadcasting hours per week and now carries about 50 hours a week. It owns relay stations to South Bend, Ind., and Calumet City from which it has originated Notre Dame football games and wrestling shows. Additional relays are under construction. WBKB also has pioneered in adaptation of Broadway hits to TV requirements. Major productions are scheduled monthly. In addition to plays and sports (also including hockey, boxing and baseball) station airs women's and children's shows. Present transmitter is located on top of State & Lake Bldg. at 190 N. State St.

WBKB Points to Video Set Count

WBKB contends it is probably the only TV station which can supply an accurate count of sets, with names and addresses. (Station's rate card is based on number of sets in area.) National accounts represent 63% of total. Seventy-five percent of all available time is sold, according to Don Meier, sales manager. Operation-wise, live and film breakdown run about 75-25% respectively. Station expects to sign pact with AFM for live music. Station recently signed John Mitchell, associated with B&K since 1932, as its business manager. John Balaban is president and general manager. It operates on Channel 4, 7 kw aural, 13.7 kw visual. WBKB's FM sister, WBIK, owned also by B&K, took the air last summer. With same personnel, studio and transmitter sites and stressing records and transcriptions, WBIK operates on 96.3 mc with 17 kw.

* * *

WGN-TV

400 W. Madison St.
Financial 6-0011

Newest member of the *Chicago Tribune* radio family took the air last April 5. WGN-TV is featuring sports and newsreels. Nucleus of large newsreel staff is group of former newspaper photographers, two from the *Tribune* itself, which is fast building a variety library. Chief Engineer Carl J. Meyers has held a first class commercial radio operators license since 1918, has built four midwestern stations and rebuilt WGN since 1922. He was a naval officer during the recent war. Vernon Brooks is WGN-TV director of operations.

Vernon Brooks
Operations Dir.

Station Manager Frank P. Schreiber deplores the fact that, because number of Chicago TV receivers is far below New York's local advertisers, buying at bargain rates, are tempted to invest in inferior programing. He expects receiver sales to skyrocket this winter and is hopeful sponsors will become interested in quality programming.

• By Critical Approval

• By Public Indorsement

• By Performance Requests

WXRT

chicago's quality FM station

Has won recognition of its precision programming for the discriminating audience. Programs of dignity and character build good will and sales. Become one of the select groups of business institutions who choose Chicago's leading FM Station.

Radio Station WXRT 101.9 Megacycles—Channel 270
SHERATON HOTEL — 505 N. MICHIGAN AVE. — CHICAGO

FM OUTLET HISTORIES

WBEZ

228 N. LaSalle St.
DEarborn 2-7801

WBEZ, which started operation in 1937, is operated by the Radio Council of Chicago public schools and owned by the Board of Education. Originally station went on the air to instruct children who were kept home because of a polio epidemic. In later years WBEZ has filled supplemental role to actual classroom, and has been highly successful. For several years, two programs have been aired daily and simultaneously over WJJD and WIND. WBEZ is on the air from 9 a.m. to 4 p.m. for use in schools, with classes in art, literature and science.

George Jennings
Director

WBEZ Also Engaged In TV Work

George Jennings, who is president of the Assn. for Education by Radio and director of the School Broadcast Conference, is its director. For five years WBEZ has engaged in educational TV work, conducting experiments on WBKB. Frequency has been changed from 41.5 to 91.5 mc, effective this fall. Effective radiated power is 14.5 kw. Schools, themselves, have bought more than 100 AM and FM combination sets and at least 2,000 more will be added this winter. In radio and TV, a campaign designed to cut down on juvenile vandalism afforded excellent results. Schools with best ratings were awarded tape recorders, receivers and playbacks.

* * *

WEAW

2425 Main St.
(Evanston, Ill.)
UNiversity 4-4606

Originally organized to serve only the exclusive North Shore, WEAW recently got an increase in power from 665 w to 36,000 w, making it the most powerful FM station in the Chicago area and the most powerful station of any kind between Chicago and Milwaukee. WEAW now serves a basic area claimed to include all territory between Milwaukee, Benton Harbor, Mich., and Rockford and Kankakee, Ill.

Edward Wheeler
Gen. Mgr.

WEAW Debuted in 1947 With Wheeler at Head

Founded by a 25-year-old ex-marine, Edward Wheeler, in February, 1947, WEAW started out with a staff of nine and a four-room building. Today, the staff numbers 23, and two rooms have been added to the station building. When Mr. Wheeler opened shop, he hoped for a 50% commercial operation, but the response from advertisers to his first published rate card "was so tremendous" WEAW went into the black shortly after its inaugural. Frequency was changed in July from 96.7 mc (channel 244) to 105.1 mc (channel 286).

* * *

WEFM

135 S. LaSalle St.
STate 2-1357

WEFM, owned by the Zenith Radio Corp., went on the air in February 1940. General manager is Ted Leitzell, who is also Zenith public relations director. President is E. F. McDonald Jr. Station programs all types of music—classical, semi-classical, symphonic and popular. WEFM operates on Channel 258, 99.5 mc, 16 kw.

Ted Leitzell
Gen. Mgr.

* * *

WLEY

2526 N. Harlem Ave.
(Elmwood Park, Ill.)
GLadstone 3-5466

WLEY was founded by Zeb Zarnecki, formerly with WHFC, in February, 1948, and went commercial in April. General manager and v-p is Joe Scott, a radio veteran since 1923 and also formerly with WHFC. Among its accounts: Dairies, spring water firm, motor sales, furniture, appliances, night clubs, amusement park, dry cleaners, ice cream shops, paint stores and real estate. Music and newscasts highlight programming. Station operates with 320 w on 107.1 mc.

For data on FM stations affiliated with AM Outlets see listings page 10-20

WOAK

Hotel Guyon, 4000 Washington St.
SAcramento 2-6272

WOAK, owned and operated by the Gale Broadcasting Co., went on the air May 16, 1948, on 98.3 mc, as a Class A station serving west sections of Chicago and suburbs, especially Oak Park, the "world's largest village," and suburbs.

Bernard Jacobs
Gen. Mgr.

Bernard Jacobs is president and general manager. Included are two broadcasting studios, a control room, news room, and offices. Before the station took the air, a huge promotional drive was launched in the form of Jim Ameche discs mailed to 5,000 Oak Parkers in a teaser envelope. Staff comprises 15 members. WOAK is on the air 18 hours daily—from 7 a.m. to 1 a.m., a heavy schedule for an FM

(Continued on Chicago 22)

TV Sets

VIDEO receivers in the Chicago area increased by 2,927 between Sept. 10 and Oct. 8, it was revealed in a report of Chicago's Electric Assn. last week. In the week between Oct. 1 and 8, 753 families purchased television sets. Of receivers now in use throughout the area, 83 percent are in homes, 13 in public places and 4 in dealers' showrooms. A month ago, 80 percent were in homes, 15 in public places and 5 in showrooms, the association reports.

Sell ALL Chicago

Tell your story to the foreign-language audience via

WSBC

"The Friendly Voice of Chicagoland"

A potential market of over 3 million people is reached by the specialized programs of WSBC.

RADIO STATION WSBC—Chicago
Represented Nationally by Forjoe & Co.

FM's Histories

(*Con't from Chicago* 21)

station. Mr. Jacobs, whose previous interest was technical, became seriously interested in radio while serving in the Philippines. His prime love being music, he at first planned on founding a firm a la Musak, but finally decided on station ownership. FM was "a natural," he thought. Under his managership, station thus far has attempted to maintain a high quality of commercials. In addition to music, WOAK emphasizes public service forum discussions and human interest programs, and talent shows featuring amateurs from the community. WOAK hopes to build up its news coverage for "top billing."

Radio Market Studies

of

- **Minneapolis — St. Paul**
- **Baltimore**
- **Other Major Areas**

Will Appear Soon

TELEVISION CITY

Chicago 50-Million Dollar Projed

Sketch of projected Television City

CHICAGO is equally determined to establish itself as a great television center, along with New York and other cities. A $50,000,000 Television City project near Grant Park on Chicago's lakefront, under consideration for three years, has been on the drawing boards of the Walter Butler Co., St. Paul contractors, since early this year.

Financing and negotiation of leases are being handled by the L. J. Sheridan Co., Chicago real estate firm, whose vice president, Frank C. Wells, has been meeting with officials since last June for air rights over the Illinois Central Railroad tracts. Discussions thus far have pertained primarily to the "owning corporation," with the project to be supported by private interests.

Blueprint for Project Tentatively Approved

Chicago network and station officials—I. E. Showerman, H. Leslie Atlass, and Frank Schreiber (refer to market text)—have tentatively approved a blueprint which calls for changes over the original. All have indicated interest in the project, at one time or another. Ralph Atlass and Howard Lane reportedly are still interested in studio space on the lakeside of the proposed development.

Project, covering 30 acres, would include a central building with studios and television tower, in addition to a sports palace, convention hall, outdoor stadium and other facilities. Erection of main office and tower would be postponed until completion of TV studios, sports arena and stadium projects —all related to telecasting.

Original blueprint, calling for a spacious plaza, would be altered and 1,050 ft. studio frontage would be substituted to accommodate NBC, CBS, ABC and MBS-WGN. Latest draft envisions adjoining network studios 260 ft. wide and 190 ft. deep, looking west across Chicago's outer drive. All studio ceilings would be 30 ft. high. WIND and WJJD studios would be 350 ft. wide and 75 ft. deep, overlooking Lake Michigan.

Project Heralds Beginning Of A Chicago Dream

The project appears to be in the blueprint stage and years off from reality. But to Chicagoans it does constitute the beginning of a dream. Meanwhile, the city's television welfare edges forward.

"The Sheridan Co. decided to handle the details of the proposed Television City after being convinced that the idea is sound and that financial support is available," according to Mr. Wells.

Television Associates, Inc.

190 North State Street
Chicago 1, Illinois

Manufacturers of

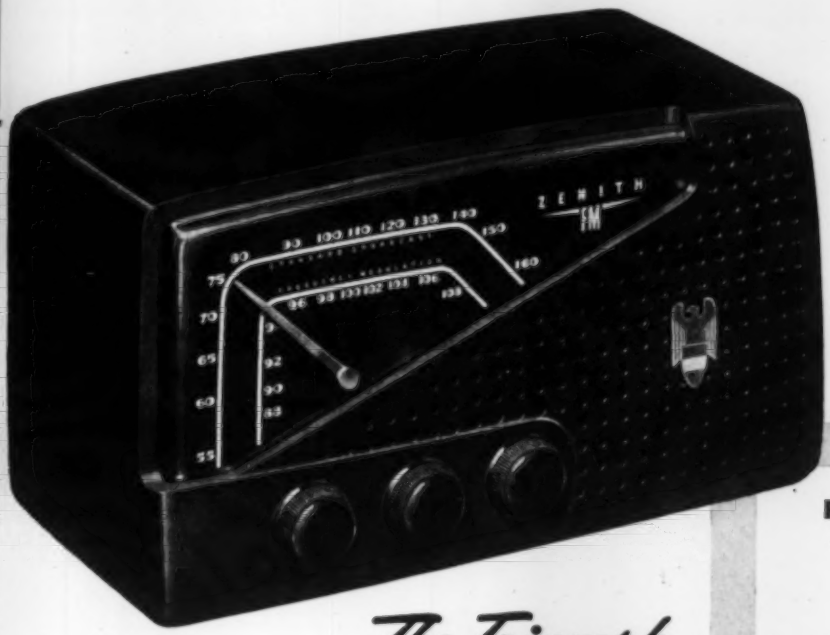
- T.A. Controllable double duty studio lighting system
- T.A. Back loading microwave reflectors and mounts
- T.A. Cast aluminum tripods for reflectors and cameras
- T.A. Parapet mounts and clamps for reflectors and cameras
- T.A. All-purpose portable camera dollies
- T.A. Kaleidoscope projectors
- T.A. Video Analyzers
- T.A. Camera Hi-Hats

Every item results in reducing operating costs.

Bill Eddy **Keith Kiggins**

FM BROADCASTERS:

Here's the answer to YOUR audience-building problem...



The Triumph

A Really Good FM-AM RECEIVER *with Genuine* ARMSTRONG FM

PRICED FOR VOLUME BUSINESS

$59.95

West Coast Slightly Higher

HERE'S HOW TO GET MORE OF THESE RADIOS INTO YOUR TERRITORY

Talk to your local Zenith dealer or distributor today. He's anxious to help you plan a program to make listeners as completely FM-conscious as possible! He has up-to-the-minute information, suggestions and sales promotion plans, designed to get more Zenith* Triumphs into your territory. Yes, your Zenith dealer or distributor is ready to help you develop an effective campaign—to sell Zenith Triumph radios, and to increase YOUR listening audience. Call him today!

Prices Subject To Change Without Notice

Ask Your ZENITH Distributor or Dealer to DEMONSTRATE IT!

Hear your own station, as you want your audience to hear it . . . crystal-clear and static-free, with genuine Zenith-Armstrong FM. The powerful Zenith built Alnico "5" speaker reproduces your programs in full, natural tone quality. See it, hear it, compare the value . . . and you'll agree that the low-priced Triumph is the answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for monitoring purposes. Your time salesmen will want them, too, for the "Triumph" is so small and compact. It's easy to carry about and to demonstrate—in the prospect's own office—the static-free, true-fidelity quality of FM. Zenith's patented Light-Line Antenna eliminates the need for a dipole . . . insures perfect reception almost anywhere.

*Reg. U. S. Pat. Off.

Keep An Eye On

ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

SURVEYS PROVE THERE ARE 5 MAJOR STATIONS IN CHICAGO*

1. More Chicagoans listened to WIND on Sunday morning, and Saturday and Sunday afternoon, during July and August, 1948, than any other station in Chicago.

2. More Chicagoans listened to WIND between 11:00 P.M. and 12 midnight Monday through Friday, during July and August, 1948, than any other station in Chicago.

3. More Chicagoans listened to WIND Monday through Friday 2 to 4 P.M., during July and August, 1948, than any other station in Chicago.

4. WIND gave local and national advertisers More Listeners Per Dollar than any other station in Chicago, Monday through Friday 12 noon to 6 P.M., and Saturday and Sunday daytime.

*SOURCE: July-August PULSE or HOOPER

560 KC **W·I·N·D** 5000 WATTS

For well over a double-decade WIND has been breaking sales records for local and national advertisers with its unbeatable combination of BLOCK PROGRAMMED . . . SPORTS . . . NEWS . . . and MUSIC . . . 24 HOURS A DAY . . . Results? . . . well, look at those survey statements. PROOF POSITIVE that WIND now ranks on a competitive basis with Chicago's other top outlets. Chicago-programming, plus a 560 dial position, plus a 24-hour schedule add up to MORE LISTENERS AT LESS COST. . . . WIND is the No. 1 BUY in AMERICA'S No. 2 MARKET!

CHICAGO'S ONLY 24 HOUR STATION

WRIGLEY BLDG., CHICAGO 11, ILL. • *Represented by* The KATZ AGENCY, Inc.

Promotion

MUS Muskogee, Okla., is earning goodwill from townspeople by inserting nickels in expired parking-eters, and then hanging a card on the or-handle, which reads: "While you re about. The meter ran out. But no rking fine will you pay. A nickel in-ted. Policeman diverted. Goodwill m us this day." At bottom of card which poem is printed, a reminder listen to a specific KMUS program is gned.

Bartered Kisses

SSES were barter in an auction ture of second anniversary celebra-n staged by KRNT Des Moines for morning "Don Bell Show." The auction was stunt planned as ake-off on Don Bell's good-morning , which he airs daily for benefit housewives whose husbands neglect gesture. Record albums were Don's tion merchandise. High bid was kisses.

Opera Dolls

ARMEN" dolls were given away by TAG Worcester, Mass., in connection h showing of "The Loves of Car-n" at local movie houses. Dolls nt to listeners sending in best opera estion to "Question of Music" feature WTAG's "Julie 'n' Johnny" show. nners-up received tickets to the gram.

Information File

W information file is being distri-ted by KSTP and KSTP-TV Minne-lis-St. Paul. File will carry material ncerning coverage, market data, hedules, new availabilities, rates, etc. e will be distributed to trade at gular intervals.

'Show Business'

HOW BUSINESS," weekly program WCAU-TV Philadelphia devoted to w people and their doings, has ned the Variety Club's "Heart Fund" mpaign. During the campaign, show l be highlighted by a "Mystery Per-ality" contest, with a new Stude-er going to winner. Entries are to ntify a celebrity cartooned on TV. word-clue rhyme will accompany toon. Persons entering contest must d a contribution to the "Heart nd."

By Western Union

NFORMED Western Union messengers re distributed more than 7,500 pro-am schedules to WEAT Lake Worth, a., listeners. Station believes this to a unique service to listeners.

Promotion Award

EST of Industry award for radio in nual direct mail campaign contest the Direct Mail Adv. Assn., was en to WMAQ Chicago, earlier this nth. Award was received by Harold Smith, promotion manager of sta-n.

WISL Story

EACHING out from Shamokin, Pa., ISL offers coverage to a potential dience area within a radius of 32 les. This is the theme of WISL's der now being circulated. Silver ered booklet offers information on tion's coverage area, WISL history, a buying power, reproductions of nsors' response, programming, pic-es, and future plans.

'Seven on 7'

EVEN on Seven" (seven days on annel 7) became motto for WNAC-Boston, new Yankee Network tele-vision outlet, when station went on air Oct. 10. Slogan is featured on WNAC's st tionery—"7 Days on 7." in white letters on red background, Channel 7, in white letters on blue background.

WHEN the "Ford Theatre," sponsored by local Ford dealers, moved to CBS Oct. 8, KTUC Tucson moved it! Figuratively, that is. Station had a stage built, set it on a truck, got a cast from the Little Theatre, and held a parade through the busiest part of town. KTUC broadcast a description of the moving.

Ducks—to Bucks

SINGING ducks hatched by WPEN Philadelphia proved to be a dollar-hatching enterprise. The ducks on Fred Bennett's 7 to 9 a.m. program got such a large audience response that timebuyers can't buy any more time on that program, at present, according to station's release. Release features a large mama duck hatching little baby "dollar" ducks—sponsors' dollar results.

Aero Ads

CAMPAIGN of airplane tow-sleeve advertising has been inaugurated by KLZ Denver, to highlight KLZ programs and personalities at the region's top football games on Saturday afternoons. Campaign got underway Oct. 9 with a Denver aero-ad plane flying over the Nebraska-Colorado U. game at Boulder, Col., advertizing KLZ's Saturday afternoon sports show.

Award for Teachers

TEACHERS are finally receiving their fair share of the limelight. WBBC Flint, Mich., in conjunction with its "School Days" portion of the "Jam for Breakfast" program, is sending certificates of award to teachers nominated by students for their noteworthy service.

Diary Study

FILE folder containing a 20-page summary on WPTF Raleigh, N. C.'s, "Diary Study," conducted by Audience Surveys Inc., has been mailed to advertisers and agencies. Also included are BMB maps, BMB reprints on station audience market data and a program schedule.

Video Planning

BOOKLET summarizing problems of TV advertisers and supplying "do's" and "don'ts" for video programs and commercial planners, has been produced by WCAU-TV Philadelphia. Called "When It Comes to Television," 20-page handbook supplies tips on preparations of slides, film footage, copy distribution, size of lettering, color schemes and art work suggestions. Cartoon illustrations highlight the various points.

Personnel

JAMES HANLON, public relations director at WGN Chicago, has been elected second vice president of the Publicity Club of Chicago.

MRS. PEARL BAUM, director of women's programs at WCSC Charleston, S. C., has been appointed promotion manager of that station.

ED STERLING has been appointed promotion manager of KGLU Safford, Ariz.

FRANK JUNELL, Southwest Network director of station relations, has resigned to become assistant to the president of Texas Technological College, Lubbock, Texas. **ROBERT CANAVAN**, news editor at KROD El Paso, will assume most of Mr. Junell's duties.

WLOW-FM Norfolk, Va., Planning Nov. 15 Start

WHEN WLOW-FM Norfolk, Va., takes the air Nov. 15, its programming will emphasize sports, according to Robert Wasdon, general manager. The new FM outlet, operating on Channel 287 (105.3 mc), will duplicate the programs of its AM affiliate, WLOW, a 1-kw daytimer on 1590 kc.

Program director of WLOW-FM is Lee Lively. Sports events will be handled by Mark Scott, sports director of WLOW and WLOW-FM. The new FM outlet is Collins-equipped. Installation was made by Jack Siegel, WLOW's chief engineer.

Remote Exhibit

CURIOSITY of listeners over the credit line of several remote broadcasts of KXYZ Houston prompted station officials to stage a radio-transmission exhibit there Sept. 30. Show demonstrated how broadcasts originated through KXYZ's mobile high-frequency transmission unit, KHOQ and came to listeners over KXYZ and KXYZ-FM. A poll of the audience, following the demonstration program, indicated that not one out of the total of 163 questioned could positively identify the time at which switches took place.

takes four—the four diences guaranteed by BNX—English, Yid-sh, German, Italian— cover ALL New York.

hus, WBNX, New ork's four-star station, s the needs of *all* listen-rs . . . reaches all the ople you want to sell this multi-language ea.

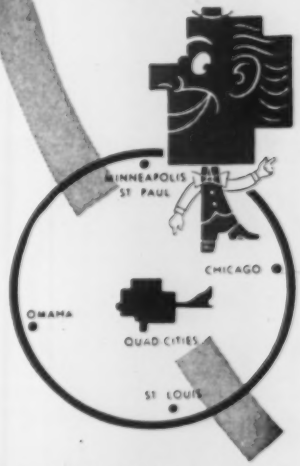
WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST station to establish exact timing for beginning and ending of all programs."



WOC AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA

National Representatives
Free & Peters, Inc.

Programs

MYSTERY noise recorded in New Haven, Conn., is lure for prize-winning-minded residents of that city. Program titled "What's the Noise?", aired from New Haven, makes six to ten calls each afternoon asking listeners to identify the "noise." Every person selected for a phone call receives a pair of theatre tickets, and the first person to identify the "noise" correctly receives all the prizes accumulated in the jackpot.

Cancer Benefit

WMAR-TV Baltimore presented the Damon Runyon Cancer Society Benefit Polo Game from the Baltimore Stadium, Sun., Oct. 24. Polo teams were composed of some of the leading players in the country, including George Oliver, Pete Bostwick, Del Carrol, and Juan Rodriguez. In addition to game, a presentation by over thirty bands and drum and bugle corps, an air display headed by a B-36, and interviews with Hollywood celebrities was telecast. Program was sponsored by the National Brewing Co. of Baltimore.

Public Service

"THE EGG Came First," originated by the New York State Radio Bureau in cooperation with the State Dept. of Agriculture and Markets, was telecast over WRGB (TV) Schenectady, N. Y., Tues., Oct. 5, at 7:30 p.m. Program presented as a light domestic comedy the message that eggs lose their freshness and therefore decline in grade if kept in temperature above 50 degrees. Copies of script are being sent as a public service to video stations throughout the country.

Safety Discussions

JUNIOR school police and deputy sheriffs in Ohio's Stark County are vying for opportunity to appear on the annual series of roundtable safety discussions, "The Junior Safety Council of the Air," set up by WHBC Canton, Ohio. Schools have set up a merit system with a guest appearance on the program as an award. Participants are awarded a certificate of merit, and are guests of WHBC at a luncheon following the broadcast.

'Wit's End'

"WIT'S END," younger set quiz show, made its debut Oct. 10 over WCAU-TV Philadelphia. Show features Donn Bennett as m.c. and four local youngsters between 8 and 14, selected from public, parochial, private and suburban schools in Philadelphia area. Children are given hints on objects suggested by listeners and youngsters must identify them within a prescribed number of questions. Program is sponsored by Mort Farr, local television and appliance dealer, and Philco Corp. Agency is Ed Shapiro Adv. of Philadelphia.

'Parade of Stars'

KGLU (NBC) Safford, Ariz., Oct. 1, premiered "The NBC . . . Parade of Stars." Program presents news of the people and programs that are heard over NBC and KGLU, plus a recorded musical hit of the week with one of NBC's musical stars, and voice tracks by various NBC stars, supplied by NBC New York. Program is written, produced and narrated by Ed Sterling, promotion manager and announcer at KGLU, and will be a weekly presentation of the station.

Folk Songs

PICK TEMPLE, folk song artist, began an informal series of folk song recitals on WTOP Washington, Sun., Oct. 17, 2:30-2:45 p.m. Scriptless "Pick Temple Show" includes Mr. Temple's introductions to songs, and in many cases his story of how he "discovered" a song in his wanderings. He accompanies himself on the guitar.

'Touchdown Topics'

"TOUCHDOWN Topics," new television series, is being broadcast over WTTG (TV) Washington, following the Redskin football games broadcast. Program opens with local cheerleaders and features Bill Brundige and Bob Wolff interviewing distinguished sportsmen, and includes demonstrations of official football signals. Program is sponsored by Grady Motors, Bethesda, Md. (Lincoln-Mercury dealer). Agency is Harwood Martin Adv., Washington.

Operation Hawaii

"DR. I. Q." program, which began its Hawaiian series on KGU (NBC) Honolulu, Mon., Oct. 4 [BROADCASTING, Oct. 18] will continue until Nov. 8. In addition to regular "Dr. I. Q." series which is heard on 131 NBC stations in U. S., KGU is broadcasting the "Dr. I. Q. Junior Show," in Hawaii only, through Nov. 6. "Junior" show is being sold on a national spot basis through The Katz Agency, Chicago. Both shows are using contestants selected from Hawaiian audiences.

Harvest Moon Festival

FOR THIRD year WMAQ Chicago and the "Chicago Sun-Times" are cooperating in annual Harvest Moon Festival production at Chicago's stadium Nov. 20. Festival is for benefit of persons wounded in war. As part of program, station will air four-weekly auditions beginning today (Oct. 25), 11:15-11:30 p.m. (CST) to select three girl vocalists to appear at benefit, which will also feature talent from stage, screen and radio. Winner will receive trip to Hollywood and an NBC guest appearance.

Voting Machine

INSTRUCTIONS in use of the voting machine are being featured in a series of three television programs by WRGB (TV) Schenectady, N. Y. Program is arranged by Adult Education Dept. of the public schools. The first program, Oct. 11, was designed for recently naturalized citizens. Others in series will be seen today (Oct. 25) and Nov. 1.

Tuesday Night Concerts

FULL-length broadcasts of the complete Tuesday night concerts by the Kansas City Philharmonic Orchestra opened Oct. 19 over WHB Kansas City. Broadcasts originate direct from Music Hall in Municipal Auditorium. Program is sponsored by the Kansas City Southern Railway.

For Stamp Collectors

INTERESTING SIDELIGHTS on postage stamps is basis for new weekly five-minute program on CJBC Toronto, "Story of Stamps." Program is produced by James Montagnes, who tells the inside story of stamps and stamp issues for collectors.

SIX members of WCOP Boston are teaching in four universities or colleges in that city. They are: Henry Lundquist, production manager, and Ron Cochran, news director, at Boston U.; Ed Sullivan, continuity director, and Ellie Dierdorff, assistant production manager, at Leland Powers College; Frank McDonald and Paul Keefe, announcers, and Howard Malcolm of "Malcolm's Morning Watch," at Curry College. Mr. Sullivan also teaches at Curry.

PASSIVE PRESS
Radio Column Notice Asked
By Irked Ickes

DISGRUNTLED over what he considered the inadequacy or absence of coverage of his remarks about Thomas Dewey, Harold L. Ickes last week issued a memorandum to the press and radio reporters asking that the public be notified of when they could hear him on the air.

The former Secretary of the Interior advised the press he had "looked in vain through some of the great American press" to find any reaction to a previous speech in which he referred to the GOP Presidential candidate as "Thomas Elusive Dewey." He said he found "hardly any" reaction.

Mr. Ickes explained that the purpose of the memorandum was to inform the press that he was speaking at Great Falls, Mont., Oct. 22 over more than 400 MBS stations—"again on the subject of Mr. Dewey."

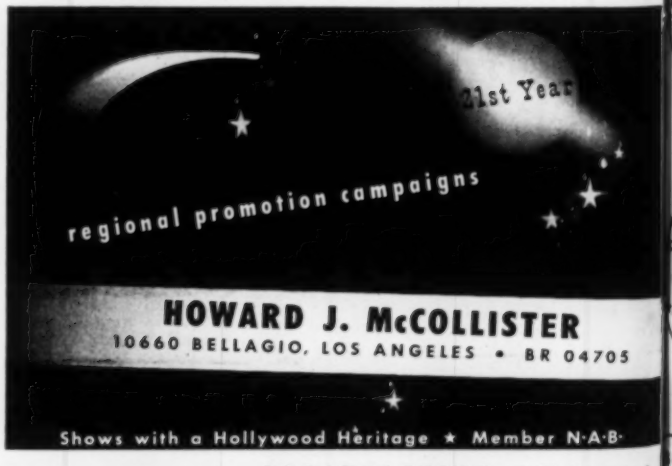
"Would you, therefore," continued Mr. Ickes in a sarcastic vein, "be kind enough to convey this news to the radio editors of your newspapers? . . . I am thanking you in advance for notifying your radio columns. I do not expect anything else. Should I receive anything else, I would be overcome with shock."

Program Dept. of WINS Adds Four to Its Staff

FOUR NEW members have been added to Crosley Broadcasting Corp.'s WINS New York program department, Eldon Park, the firm's vice president, announced Wednesday.

Ray Green, formerly with NBC's international division, has been appointed production manager, assisting John Neal, program director.

Brad Phillips, who was with the station during the summer, has rejoined the announcing staff, while Bert Davis, script writer, and Lorraine Rosenfeld, junior writer, will work with the continuity director, Dorothy Aden.


21st Year
regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Agencies

(*Continued from page 10*)

JOHN R. CHRISTIE, former vice president in charge of public relations and advertising for Citizens National Trust and Savings Bank of Los Angeles, joins Buchanan & Co., same city, Nov. 1, as vice president in charge of new business.

BEN McCLURE, radio news commentator and writer, joins Collins-Musick-Schwerke & Wild Adv., San Antonio, as radio production consultant and head of new public-relations department.

Mr. McClure

EDWARD B. GRAHAM joins J. Walter Thompson Co., New York, as member of creative staff. He was formerly a vice president of McCann-Erickson, New York.

JOHN FRIEDKIN joins radio publicity department of Young & Rubicam, New York.

ELLIS T. GASH joins Campbell-Mithun, Minneapolis and Chicago, as account executive. He formerly operated his own advertising agency, Ellis T. Gash Co., Chicago.

NORMAN F. BEST, head of media department of Erwin, Wasey & Co., Los Angeles, named account executive on Carnation Evaporated Milk account.

RALPH L. LAWSON appointed manager of Toronto office of Erwin, Wasey of Canada Ltd.

LOU FULTON joins Biow Co., Hollywood, as executive producer and writer of NBC *Horace Heidt Show*.

WALTER BLAKE, formerly in charge of Donahue & Coe, Los Angeles, joins William Kester Adv., same city, as director of agency's motion picture division.

BOB HEMMINGS, account executive for Burrows Inc., Los Angeles, is the father of a girl, Jill Denise.

W. EARL BOTHWELL Inc., Hollywood, moves to larger quarters at 6680 N. Vine Street, Nov. 1.

LOS ANGELES Ad Club members named advisors to L. A. Junior Ad Club are HENRY GERSTENKORN, Don Lee Broadcasting System assistant sales manager; MARTIN R. KLITTEN of Martin R. Klitten Inc., and BUZZ PURCELL, advertising manager of Van de Kamp Bakeries.

ASSOCIATED ADV. and Marion Welborn & Assoc., both Los Angeles, merged under name of former. Offices are located at 2624 W. 6th St. Los Angeles. Owners are P. O. Narveson and Marion Welborn.

WHFC Chicago will be given special award at American Legion's national convention this week in Miami for "contributing more to the American Legion than any radio station in America."

PAPA AND MAMA HUSH FOR MR. & MRS. HUSH

RALPH EDWARDS, m.c. of *Truth or Consequences*, the NBC show which is credited with—or accused of—originating the big-money giveaway, last week displayed the ability to roll with a punch which is learned only by long experience.

Mr. Edwards was hardly stirred when, in a precedent-breaking stroke of fortune, a listener identified "Mr. and Mrs. Hush," the mystery personalities upon whom he had intended to build another contest comparable to his earlier efforts. The "Hushes" were Moss Hart, the producer, and his wife, Kitty Carlisle, the actress.

But Mr. Edwards was ready instantly to spring into the breach. He announced a "Papa and Mama Hush" contest which he said would continue indefinitely. Listeners are asked to contribute letters enclosing money donations and proceeds go to the National Mental Health Drive. The program, sponsored by Procter & Gamble, is heard Saturdays, 8:30-9 p.m.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY Thomas J. VALENTINO, Inc. DEPT. BC-6 1600 BROADWAY NEW YORK, N. Y.

CANADIAN DISTRIBUTOR Instantaneous Recording Service 56-58 Wellington St., E. Toronto, Ont., Can.

WHEN "Richfield Reporter" news show shifted to ABC exclusively, Don Searle (r), ABC Western Division vice president, tried this promotion stunt. He brought into the Brown Derby, Hollywood night spot, a model, Shirley Buchanan, with "Richfield" taped on her back. Enjoing the stunt from their booth are Kai Jorgensen (l), chairman of board of Hixson-Jorgensen, Los Angeles, and Gordon Uhri, ABC account executive.

New KUVY Studios

FIVE new studios for radio instruction at the U. of Oklahoma are now in operation. The new space, opened in September, provides for the eight hour per day operations of KUVY Norman, the campus wired-wireless station. Studios also serve as origination point for broadcasts fed to standard and FM stations in the area. WNAD and WNAD-FM, other university-owned stations, now located on two floors of the Union Memorial Tower in Norman, are expected to be moved to improved quarters in a new wing of the Union building.

Radio, TV Programs Help Mark 'Oil Progress Day'

RADIO played an important part in the nation-wide celebration of "Oil Progress Day," Oct. 14, when an estimated 75 million listeners were reached by special programs on national networks and more than half of the country's independent stations. Announcement came from the Oil Industry Information Committee, New York. In addition, oil-sponsored television and radio programs heard regularly and reaching more than 100 million listeners proclaimed the industry's strides with special announcements.

Oil men, oil companies and individually-owned service stations, forming city and state committees, bought a good percentage of time, while some spot announcements were contributed by local independent stations.

WTCB Now WTAC

CALL LETTERS of WTCB Flint, Mich., operated by Trendle-Campbell Broadcasting Corp., have been changed to WTAC, according to an announcement by H. Allen Campbell, vice president of the corporation. Wide-spread local publicity preceded the change which was made during a special broadcast Oct. 13 when Don DeGroot, station manager, announced the new call letters to listeners.

When you think of

REPLACEMENTS

RE-TUBE with...

AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.

25 WASHINGTON STREET, BROOKLYN 1, N. Y.

In Canada and Newfoundland: Rogers Majestic Limited 11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
PUT YOUR PRODUCT IN BEST POSITION
ON THE STATION WITH BEST POSITION
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

The Texas Rangers *are* a good buy! This versatile group is America's largest and finest group, featuring western music. They are veterans of stage, screen and radio.
The Texas Rangers transcriptions are America's *only* vertical cut transcription service of western music.
You'll find this high fidelity ideal for either AM or FM. AND, the price is right!
Wire, Write or Phone for Complete Details
THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

October 15 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Harrisonburg Bcstg. Co., Harrisonburg, Va.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency to 1230 kc.

License Renewal

KDYL Salt Lake City—License renewal AM station.

License for CP

WKMH Dearborn, Mich.—License to cover CP change frequency, change hours, etc.

WCPA Clearfield, Pa.—License to cover CP change power.

KIMP Mt. Pleasant, Tex.—License to cover CP new standard station.

KTLW Texas City, Tex.—Same.

Assignment of License

KGFN Grass Valley, Calif.—Voluntary assignment of license from John G. Colling, Carlton G. Thomas, John Edwin Keegan, Harold W. Westbrook, Earl J. Caddy and Robert T. Ingram, partnership d/b as '49er Bcstg. Co. to '49er Bcstg. Co.

Modification of CP

KGGF Coffeyville, Kan.—Mod. CP increase power etc. AMENDED to change name of applicant from Hugh J. Powell to The Midwest Bcstg. Co. Inc.

KGCX Sidney, Mont.—Mod. CP increase power etc., to change power from 1 kw-N and 5 kw-D to 5 kw unl. DA-DN.

KRAI Craig, Col.—Mod. CP new standard station for extension of completion date.

KINE Kingsville, Tex.—Same.

KWRO Coquille, Ore.—Same.

Assignment of CP

KCRA-FM Sacramento, Calif.—Assignment of CP from Ewing C. Kelly, David R. McKinley and Vernon Hansen d/b as Central Valleys Bcstg. Co. to KCRA Inc.

License for CP

WMBH-FM Joplin, Mo.—License to cover CP new FM station.

KSPI-FM Stillwater, Okla.—Same.

Modification of CP

KWFM San Diego, Calif.—Mod. CP new FM station Class B to change class of station to Class A; specify 95.9 mc, ERP 0.240 kw.

WTLE Greensboro, N. C.—Mod. CP new commercial television station to change studio location, frequency from Channel 2 (54-60 mc) to Channel 10 (192-198 mc), increase ERP from vis. 1.67 to 2.65 kw and aur. 0.84 to 1.33 kw.

TENDERED FOR FILING

AM—980 kc

WSBT South Bend, Ind.—CP to make changes in DA-D.

Assignment of License

WEEK WEEK-TV Peoria, Ill.—Consent to assignment of license of WEEK and CP of WEEK-TV to Robert S. Kerr, T. W. Fentem, Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, partnership d/b as West Central Bcstg. Co.

Relinquish Control

KTRE Lufkin, Tex.—Consent to relinquishment of negative control.

October 18 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Walker)

KVAK Atchison, Kan.—Granted petition for continuance of hearing on assignment of license scheduled Nov. 1 to Dec. 21.

KFBK-FM Sacramento, Calif.—Granted continuance of hearing scheduled Oct. 19 to Jan. 4, 1949, in Washington.

Manistee Radio Corp., Manistee, Mich.—Granted petition for leave to amend application to show addition of three stockholders, etc.

WEEU Reading, Pa.—Continued hearing presently scheduled Oct. 21 to Jan. 4, 1949, in Washington, in re application.

Sidney H. Tinley Jr., Baltimore—Granted petition to dismiss without prejudice application.

Edward Petry & Co.—Granted petition to accept late appearance in matter of spot advertising.

Ari-Ne-Mex Bcstg. Co., Clayton, N. M.—Granted petition for leave to amend application to show revised articles of incorporation; addition of new stockholders, directors and officers, etc. Amendment was accepted and Commission on own motion continued indefinitely hearing presently scheduled Nov. 4.

KBLF Red Bluff, Calif.—Continued indefinitely hearing scheduled Nov. 8 at Red Bluff, in re application for assignment of license.

Rock River Valley Bcstg. Co., Watertown, Wis.—Passed over petition for leave to amend application.

KONO San Antonio, Tex.—Granted petition for extension of time to file reply to exceptions, brief and request for oral argument filed by Texas Star Bcstg. Co., and time was extended to Oct. 30.

Radio South Inc., Jacksonville, Fla.—Granted petition for indefinite continuance of hearing scheduled Oct. 25 in re application.

October 18 Applications . . .

ACCEPTED FOR FILING

License for CP

WIKY-FM Evansville, Ind.—License to cover CP new FM station.

Modification of CP

WFDF-FM Flint, Mich.—Mod. CP new FM station, to change ERP from 13 to 10.2 kw.

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

WRWR Albany, N. Y.—Same.

WSAN-FM Allentown, Pa.—Same.

KFDM-FM Beaumont, Tex.—Same.

KRMD-FM Shreveport, La.—Same.

WCAU-TV Philadelphia—Mod. CP new commercial television station to change studio location and ERP aur. from 26.4 to 14.076 kw.

TENDERED FOR FILING

AM—950 kc

WLOF Orlando, Fla.—CP to change DA-DN to DA-N.

October 19 Decisions . . .

BY THE COMMISSION

TV Interconnection

Upon motion filed by Philco Corp. and Philco Television Bcstg. Corp., jointly, and Allen B. DuMont Labs., requesting that question of reasonableness and lawfulness of regulation contained in AT&T Tariff FCC No. 216 applicable to furnishing of intercity television transmission services and facilities restricting interconnection of intercity transmission facilities of AT&T with intercity transmission facilities of others, be determined prior to determination of reasonableness and lawfulness of rates under investigation (Docket 8963), Commission ordered presiding officer herein shall proceed forthwith to complete taking of evidence with respect to matter of regulations and practices at AT&T and The Western Union Telegraph Co. applicable to interconnection of their television transmission facilities with those of others, including issues numbered (4) in Commission's order of April 28, herein; that upon completion of taking of such evidence, record of hearing shall be closed as to above matter of interconnection, and, in accordance with Commission's order of May [illegible] herein, record shall be certified by presiding officer to Commission for decision; and that thereafter procedure specified in Part I of Commission's rules and regulations for hearings and decisions shall be followed with respect thereto.

Hearing Designated

WTVJ Miami, Fla.—Designated for hearing in consolidated proceeding with revocation of CP proceeding, application for consent to transfer control of company to Wolfson-Meyer Theatre Enterprises Inc.

BY THE SECRETARY

W8XND The Fort Industry Co., Area Toledo, Ohio—Granted license new exp. TV relay.

Bamberger Bcstg. Service Inc., Area New York City—Granted CP new exp. TV relay.

WWXL Peoria, Ill.—Granted CP make changes in DA and mount FM ant. on AM tower.

WJMW Athens, Ala.—Granted mod. CP change type trans.

WTAL-FM Tallahassee, Fla.—Granted extension of completion date to 10-30-48.

WMAR-TV Baltimore—Granted extension of completion date to 12-16-48.

WFRL Freeport, Ill.—Granted voluntary assignment of license to Freeport Bcstg. Co. Inc.

WSAR Fall River, Mass. — Granted mod. CP for extension of completion date to 11-15-48.

KBYR Anchorage, Alaska—Granted license new station 1240 kc 250 w unl.

WEOA Evansville, Ind.—Granted license for aux. trans.

KMLB Monroe, La.—Granted CP to mount FM ant. on top of east AM tower.

WCIF Madisonville, Ky.—Granted CP to install FM ant. on AM tower.

KAYS Hays, Kan.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KWIK-FM Burbank, Calif., to 1-10-49; WJHL-FM Johnson City, Tenn., to 1-1-49; WTHS Miami, Fla., to 2-1-49; KVKO Harlingen, Tex., to 5-1-49; KFDM Beaumont, Tex., to 1-1-49; KROD El Paso, to 1-1-49.

KUJR KOVO Bcstg. Co., Area Provo, Utah—Granted license new remote pickup station.

KBNO Fresno, Calif.—Granted mod. CP to change type of trans. and for approval of ant. and trans. location.

ACTIONS OF THE FCC

OCTOBER 15 to OCTOBER 21

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
SSA-special service authorization
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

"VIC" DIEHM SAYS

How Now Brown Cow?

We don't know about this particular brown cow, but we do know there's enough vari-colored bovines in Crawford County to make it THE leading dairy producing county in Pennsylvania. That's why retail sales in Meadville (our headquarters) were well over $26,000,000 last year. For further information on this rich market write to . . .

WMGW
Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

WKNK Muskegon, Mich.—Granted mod. CP to change type trans., for approval of ant., trans. and studio location.

WLEP Radio WMIT, Charlotte, N. C.—Granted CP change frequency, power and trans. location of STL.

The Chronicle Pub. Co., San Francisco—Granted CPs for two new exp. TV stays.

Following were granted mod. CPs for extension of completion dates as shown: WXYZ-FM Detroit, to 12-1-48; WENY-FM Elmira, N. Y., to 11-7-49; KRFM Fresno, Calif., to 4-1-49; WAMS-FM Wilmington, Del., to 11-1-49; WNYS Nashville, Tenn., to 12-24-49; KEX-FM Philadelphia, to 11-1-48; WDTV Pittsburgh, to 11-30-48; KSTP-TV St. Paul, to 3-16-49; W3XOT Washington, D. C., to 12-31-48; WXYZ-TV Detroit, to 12-31-48.

WZXTA Federal Telecommunication Labs, Inc., Area New York City—Granted license for new exp. TV station and to specify equipment, decrease power to 5 w and to operate area of Nutley, N. J. in lieu area of New York.

WSIA Commodore Bcstg. Inc., Decatur, Ill.—Granted CP change trans. site of remote pickup station.

WRXS Decatur, Ill.—Granted request to cancel CP for new FM station.

WMAW-FM Milwaukee—Same.

WUNY Boston—Same.

WUSE Philadelphia—Same.

KUBR St. Louis—Same.

WMRE Oak Park, Ill.—Granted request to vacate FCC order of Sept. 21 to delete CP for FM station.

Following were granted mod CPs for extension of completion dates as shown: KSDS San Diego, to 4-15-49; WMJ-FM Philadelphia, to 1-10-49; WENR-FM Chicago, to 12-31-48; KGO-FM San Francisco, to 1-31-49; WCMI-FM Ashland, Ky., to 11-1-48; WMOB-FM Mobile, Ala., to 11-1-48; WIRE-FM Indianapolis, to 2-10-49; WNAM-FM Neenah, Wis., to 2-1-49; WHEC-FM Rochester, N. Y., to 2-3-49; WWCO-FM Waterbury, Conn., to 3-1-49 (cond.); KWOW Omaha, Neb., to 5-1-49 (On cond. that construction be completed and interim operation provided by that date); WNBF-TV Binghamton, N. Y., to 4-5-49; W10XQC Area St. Paul, to 6-3-48; KDYL-TV Salt Lake City, to 4-1-49; KSOL Yuma, Ariz., to 5-1-49.

October 19 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

WBUD Morrisville, Pa.—CP change frequency from 1490 to 1260 kc, increase power from 250 w to 5 kw, install DA-DN.

AM—1600 kc

Springfield Bcstg. Co., Springfield, Mass.—CP new standard station 1600 kc 5 kw D DA. AMENDED to change name of applicant from Springfield Bcstg. Co., partnership of Gerson Askin, Earle G. Hewinson and Christos M. Dimitsas to Springfield Bcstg. Co.

AM—950 kc

WLOF Orlando, Fla.—CP change from DA-DN to DA-N.

Modification of CP

WABB Mobile, Ala.—Mod. CP new standard station to change corporate name from Mobile Daily Newspapers to the Mobile Press Register Inc.

WBKA Brockton, Mass.—Mod. CP new standard station for extension of completion date.

TEAM AWARD in five-pin bowling competition at CKWX Vancouver is presented by Arthur Holstead (l) to Laurie Irving (r), production manager and captain of the winning team. F. H. Elphicke, station manager, beams his approval.

Japanese Radio

LEGISLATORS of Japan have before them a bill which would permit commercial radio to operate in competition with the publicly-financed networks of the Broadcasting Corp. of Japan, according to Kenneth Kantor, who is attached to Gen. Douglas MacArthur's headquarters in Tokyo.

WAEB Allentown, Pa.—Mod. CP new standard station to specify 500 w-D and 1 kw-N, to change DA. AMENDED re officers, directors and stockholders.

Assignment of CP

KPRA Portland, Ore.—Assignment of CP new FM station from Pacific Radio Adv. Service, partnership composed of John C. Egan and Wilbur J. Jerman, to KWJJ Bcstg. Co. Inc.

License for CP

WLLH-FM Lowell, Mass.—License to cover CP new FM station.

Modification of CP

WHFM Rochester, N. Y.—Mod. CP changes in FM station for extension of completion date.

WONS-FM Hartford, Conn.—Mod. CP new FM station for extension of completion date.

WBGE-FM Atlanta, Ga.—Same.

KCBC-FM Des Moines—Same.

WNAC-FM Boston—Same.

WLOS-FM Asheville, N. C.—Same.

WWNR-FM Beckley, W. Va.—Same.

WNYE Brooklyn, N. Y.—Mod. CP new noncommercial educational FM station for extension of completion date.

KTLA Hollywood—Mod. CP new commercial television station for extension of completion date.

(Continued on page 74)

FTC HEARS TESTIMONY IN TOBACCO AD CASES

FURTHER hearings on the six-year-old complaint against American Tobacco Co., and on the five-year-old case of P. Lorillard Co., were held by the Federal Trade Commission in Washington within the past fortnight. Both firms are charged with alleged false and misleading advertising practices.

The P. Lorillard Co. is charged with "false and misleading advertising" in connection with sale and distribution of its Old Golds, Beech-Nut and Sensation cigarettes, and Friends smoking tobacco. The company was given until Oct. 31 to file its answer to a brief filed Oct. 11 by John R. Phillips Jr., government counsel. All testimony has been completed.

American Tobacco Co., which last June began its defense against charges of misleading and deceptive advertising on behalf of Lucky Strikes, [BROADCASTING, June 28] produced William R. Harlan, its assistant director of research, at a hearing Oct. 15. Mr. Harlan stated that the firm kept no records on the experiments with rabbits relative to irritation factors. Previous tstimony, submitted last month on the experiments by Dr. Jessey H. Weatherby, of the Medical College of Virginia, was accepted as evidence over the objection of Commission counsel.

Hearing was adjourned to Nov. 16.

GE Taking Applications For '49-'50 Fellowships

GENERAL ELECTRIC Co. is now accepting applications for research grants under its $1,000,000 education fund for the 1949-1950 scholastic year, William W. Trench, company secretary and GE education committee chairman, has announced.

Grants up to $1,500 will be awarded to college graduates who wish to continue study and research in scientific and industrial fields, Mr. Trench said. A committee representing the National Academy of Sciences, American Chemical Society, American Physical Society, American Institute of Electrical Engineers, American Society of Mechanical Engineers, and the American Society of Engineering Education will pass upon all candidates.

Second Remote Studio

INSTALLATION of a second remote studio has been completed by KCNY San Marcos, Tex. Remote studios are now located in New Braunfels and Lockhart, giving tri-city service in South Central Texas. The home station originates half the programs and the remotes originate the other half. Merl Saxon is general manager of KCNY while Jim Bell is manager in New Braunfels and B. B. Hinkle is the Lockhart manager. Station is on 1470 kc with 250 w.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President
GEORGE H. ROEDER, General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN Jackson MISSISSIPPI

New construction in Jackson — center of the rich WJDX market area—is estimated at $100,000 with a backlog of $30,000 in construction that has not yet been started. These figures are another indication of the phenomenal growth of Mississippi's Capital City.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

A Sponsor Gives a Reason Why In Utah This is Your Best Buy!

"You are doing an exceptionally good job in promoting our program, which is greatly appreciated by both the sponsor and ourselves. You deserve a low bow!"

Excerpt from a letter from a national advertiser. Copy of entire letter on request.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
John Blair & Co.

First!

• ON THE DIAL

• IN LISTENING

• IN NETWORK

WSJS LEADS

DAY AND NIGHT

IN

NORTH CAROLINA'S RICH TRI-CITY MARKET

• WINSTON-SALEM

• GREENSBORO

• HIGH POINT

WRITE FOR OUR BMB FOLDER

WSJS

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE

Represented by

HEADLEY-REED COMPANY

FCC Actions

(*Continued from page 73*)

October 20 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1951: KFBB Great Falls, Mont.; KFGQ Boone, Iowa; KFH Wichita, Kan.; KGBX Springfield, Mo.; KGHF Pueblo, Col.; KGLO Mason City, Iowa; KGVO Missoula, Mont.; KHSL Chico, Calif.; KOIL Omaha; KOLT Scottsbluff, Neb.; KSCJ (and aux.) Sioux City, Iowa; KSOK Arkansas City, Kan.; KWBR Oakland, Calif.; KXLW Clayton, Mo.; KXOL Fort Worth; WATR Waterbury, Conn.; WBBR Staten Island, N. Y.; WBTM Danville, Va.; WDRC Hartford, Conn.; WDUK Durham, N. C.; WEBC (and aux.) Duluth; WFBM (and aux.) Indianapolis; WFBR (and aux.) Baltimore; WHAZ Troy, N. Y.; WHBF (and aux.) Rock Island, Ill.; WHBI Newark, N. J.; WHBL Sheboygan; WHIO Dayton; WJAS Pittsburgh; WJSW Altoona; WKAN Kankakee, Ill.; WKNE Keene, N. H.; WLBR Lebanon, Pa.; WLOL Minneapolis; WMLO Milwaukee; WNAC (and aux.) Boston; WNAE Warren, Pa.; WNAM Neenah, Wis.; WNBF Binghamton, N. Y.; WNDR Syracuse; WSAI Cincinnati; WSMB New Orleans; WTCN Minneapolis; WTMC Ocala, Fla.; WTOC Savannah; WTTH Port Huron, Mich.; KCRA Sacramento; KCSB San Bernardino, Calif.; KFRB Fairbanks, Alaska; KGCU Mandan, N. D.; KRLC Lewiston, Ida.; KSMI Seminole, Okla.; KTFI Twin Falls, Ida.; KVOR Colorado Springs; KVRS Rock Springs, Wyo.; KVSF Santa Fe; WAVZ New Haven; WBBC Flint, Mich.; WCCC Hartford, Conn.; WCRB Waltham, Mass.; WGFG Kalamazoo; WILE Cambridge, Ohio; WIRL Peoria; WISH Indianapolis; WJDA Quincy, Mass.; WKAT (and aux. and alt.) Miami Beach, Fla.; WKIX Columbia, S. C.; WKST New Castle, Pa.; WOL (and aux.) Washington; WTAQ Green Bay, Wis.

KCSU Provo, Utah—Granted renewal of license for period ending Aug. 1, 1951.

KPDR Alexandria, La.—Same.

KXRJ Russellville, Ark.—Same.

WENA San Juan, P. R.—Granted renewal of license for period ending May 1, 1951.

KRJM Santa Maria, Calif.—Granted renewal of license for FM station for period ending Sept. 1, 1949.

WCFC Beckley, W. Va.—Granted renewal of license for FM station for period ending Dec. 1, 1948.

WGNC-FM Gastonia, N. C.—Same.

WSTC-FM Stamford, Conn.—Granted renewal of FM license for period ending June 1, 1950.

Hearing Designated

WINC-FM Winchester, Va. — Designated for hearing application for renewal of FM license in consolidated proceeding with application of Winchester Bcstg. Corp. and Richard Field Lewis Jr. application for renewal of license for AM station WINC.

BY THE COMMISSION

License Renewal

WFAH Alliance, Ohio—Granted renewal of FM license for period ending Sept. 1, 1951.

WMUN Muncie, Ind.—Same to Dec. 1, 1949.

WWHG Hornell, N. Y.—Same.

Facsimile Extension

WQAM-FM Miami, Fla.—Granted extension for period of 90 days to transmit simplex and multiplex facsimile over WQAM-FM on commercial basis.

October 20 Applications . . .

ACCEPTED FOR FILING

License Renewal

WXYZ Detroit—License renewal AM station.

License for CP

KHMO Hannibal, Mo.—License to cover CP change frequency, increase power, etc.

WHOK Lancaster, Ohio—License to cover CP new standard station.

Modification of CP

WVNJ Newark, N. J.—Mod. CP new standard station for extension of completion date.

License for CP

KXOK-FM St. Louis—License to cover CP new FM station.

Modification of CP

WSLB-FM Ogdensburg, N. Y.—Mod. CP new FM station for extension of completion date.

WGTC-FM Greenville, N. C.—Same.

WERE-FM Cleveland—Same.

WPRO-FM Providence, R. I.—Same.

WEAN-FM Providence, R. I.—Mod. CP new FM station to change ERP from 20 to 12.1 kw.

KMUS-FM Muskogee, Okla.—Mod. CP as reinstated which authorized new FM station to change ERP from 6.5 to 8.75 kw.

WMBR-FM Jacksonville, Fla.—Mod. CP new FM station to change studio location, ERP from 47 to 62.9 kw.

CP to Reinstate

WCTF Chicago—CP to reinstate CP which authorized new non-commercial educational FM station.

Modification of CP

WNHC-TV New Haven, Conn.—Mod. CP new commercial television station for extension of completion date.

WRGB Schenectady N. Y.—Mod. CP for TV station as mod. to change facilities, for extension of completion date.

TENDERED FOR FILING

Assignment of License

KEPO El Paso, Tex.—Consent to assignment of license to KEPO Inc.

WGNS Murfreesboro, Tenn.—Consent to assignment of license to WGNS Inc.

Modification of CP

Plains Bcstg. Co. Inc., Clovis, N. M.—Mod. CP new AM station to change trans. and studio location from Clovis to Portales, N. M.

APPLICATION RETURNED

License for CP

WBIW Bedford, Ind.—License to cover CP new standard station (1340 kc). RETURNED 10-18-48 as incomplete.

(*Continued on page 85*)

THIS HAPPY GROUP, including principals in the show, was on hand as "Ozzie and Harriet" program moved to NBC. L to r: Ozzie Nelson; Ted Bliss, producer for Young & Rubicam; Evart C. Stevens, president, International Silver Co., which sponsors the program; Harriet Hilliard; Warren Lewis, NBC producer, and Walter Bunker, vice president of radio for Y&R, Hollywood. Y&R is agency for International Silver.

CANADIAN TV

6 Applications Slated For CBC Hearing

SIX APPLICATIONS for television licenses will be presented at the Oct. 27-29 meeting of the board of governors of Canadian Broadcasting Corp. at Ottawa. Meetings are to be held in Room 375 of the Parliament Buildings. Recommendations will follow the public hearings, and will be the first TV license recommendations to be made in Canada.

Four applications are from Toronto; two from Montreal. There are three channels assigned to Toronto and four to Montreal.

Toronto applications include: CFRB; CKEY; Al Leary, former part-owner of CHUM Toronto; and Famous Players Canadian Corp., theatre chain and distributing group. CFRB requests 28.3 kw visual, 14.2 kw aural. CKEY asks for 27.8 kw visual, 13.9 kw aural. Al Leary is applying for 26 kw visual, 13 kw aural. Famous Players requests 14.8 kw visual, 7.4 kw aural.

The two TV license requests from Montreal are from CFCF asking 18.9 kw visual, 9.9 kw aural; and CKAC, applying for 16.8 kw visual, 9 kw aural.

No applications are in as yet for CBC stations, although CBC has announced it will establish television outlets in both Toronto and Montreal.

Freeze May Influence

FCC freeze on TV station applications will likely have bearing on Canadian recommendations, it was hinted unofficially by CBC Chairman A. D. Dunton.

Other applications:

Transportation Advertising Ltd., Toronto, has applied for an FM transit operation with 10.5 kw, to be based on the transit FM pattern developed by the U. S. CFCF-FM Montreal has asked permission for separate programming from the AM operation. Under CBC regulations, this type operation is not allowed, but the CBC board will hear the application in light of the regulation containing the stipulation that FM requirements governing this point will be adopted "in the light of future developments."

CKCV Quebec has applied for an FM station of 595 w, and L'Action Sociale Limitee, Quebec, has asked for an FM station with 935 w.

New AM stations have been requested by: George Randall for 1 kw daytime, 500 w nighttime, on 1320 kc at Nanaimo, B. C.; Gordon A. Henry, former manager of CJCA Edmonton, for a 250 w station on 1230 kc at Red Deer, Alta. CKVL Verdun has asked for power increase from 1 kw to 5 kw on 980 kc and CKNW New Westminster, B. C., has asked for power increase from 250 w to 1 kw day, 500 w night, on 1320 kc.

Share transfers are requested for CJFX Antigonish, N. S.; CHNC New Carlisle, Que., and large block of 2.7 shares, by CKEY Toronto.

Harlow Recovering

ROY HARLOW, BMI station relations director, is recuperating from a heart attack attributed to overwork. His progress is reported as satisfactory.

Reaching

4,000,000 PEOPLE

KWKW

Pasadena - Los Angeles

. E. Bowen, Radar pecialist, Is Dead

NOLD EVERETT BOWEN, research engineer of Bell Telone Labs, died on Oct. 15 after rief illness. Mr. Bowen resided Fair Haven, N. J.

Mr. Bowen did much of the neer work in developing a sysn for transmission of microves through hollow guides, mak possible new forms of radar ed extensively in World War II. also developed other microwave vices now used in radio, telone and television transmission.

Commissioned in 1942 as a major the Army and later advanced lieutenant colonel, Mr. Bowen rved for a time in Washington officer-in-charge of the Air rces' Airborne Radar Equipnt Board.

Born Oct. 21, 1900, in Lowell, ss., Mr. Bowen attended Shefld Scientific School, Yale U., m which he received a Ph.B. gree in 1921.

He joined the AT&T developnt and research department in 23, and transferred to Bell Labtories in 1934. Recently he had en working at Bell's Holmdel, J., facilities.

Mr. Bowen is survived by his fe, Virginia Carberry Bowen; d three daughters, Mrs. Richard ckley of Brooklyn, and Patricia d Constance Bowen of Saratoga prings, N. Y.

Don Lee Booklet

FECTIVE buying income on the cific Coast has increased 20% er 1947, according to statistics vealed in fourth annual *Pacific ast Radio Handbook* published Don Lee Broadcasting System. e twenty-four page booket conns a compilation of market and dio data on Pacific Coast area. cluded are charts and maps, tes and discounts of area netrks, and listings of network and dependent station personnel. ooklet has been issued to adversers and advertising agencies in e area.

Wrong Number

WHEN the Cleveland Indians won the American League flag, thanks to the pitching of Gene Bearden, Bob Athearn, program director of WJMO Cleveland, had a sleepless night. Mr. Athearn and his family had just rented the house formerly occupied by Mr. Bearden. And when the game was over, wellwishers flocked to the Athearn's door and the phone rang continuously—everyone wanted to congratulate Mr. Bearden. But Mr. Bearden didn't live there any more.

TELEVISION VIEWING

Regular Use of Home Sets Shown in Survey Of New Jersey Video Area

A STUDY of the television audience as it exists today in the New Jersey area shows one noticeable fact to remain constant—set owners turn on their sets to a fairly equal degree each week. This fact was determined by Advertest Research, New Brunswick, N. J., in a three week study of 150 television homes.

Advertest used panel questionnaires which were sent to the same 150 homes at the start of each test week. Respondents listed all programs watched, and the number watched, before returning the forms at the end of the week.

During the test period of Sept. 20 to Oct. 10 only four of the one time per week programs appeared on the listing of the top ten programs all three weeks. These were the *Texaco Star Theatre, Toast of the Town, The Original Amateur Hour* and *CBS Film Theatre.*

In the two to five times per week program listing, six of the first ten remained during the three-week period. *Small Fry Club* and *Howdy Doody,* both children's programs, placed one and two during the test. For two of the three weeks *Lucky Pup* and *Junior Frolics* were third and fourth, respectively.

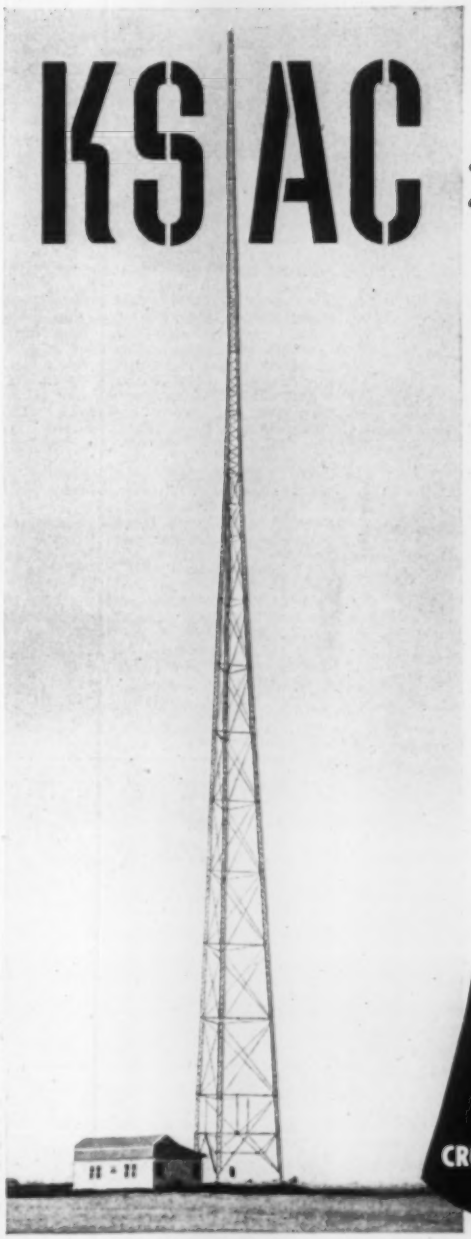
Figures for the average daily listening audience—those who had their sets on at any time during the designated period—are as follows:

Week of:	Before 6 p.m.	After 6 p.m.
Sept. 20	49.6%	79.6%
Sept. 27	51.0	81.0
Oct. 4	47.8	81.3

Time Change Announced For Three CBS Programs

CBS has announced time changes for three network shows, effective Sunday, Oct. 31.

Strike It Rich switches to 5:30-6 p.m. from its previous 10:30-11 p.m. spot; *Cabin B-13* network's dramatic package, now aired 8:30-9 p.m., moves to 10:30-11 p.m., and *Adventures of Philip Marlowe,* now heard 5:30-6 p.m., changes to the 8:30-9 p.m. period. *Romance,* the CBS dramatic series starring Les Tremayne, returned to the network Saturday, Oct. 23, 10:30-11 a.m., originating in Hollywood.



Manhattan, Kansas

serving a potential audience of 5,000,000 with a Truscon Self-Supporting Radio Tower

On the broad, flat Kansas plains, this Truscon Radio Tower stands out as a monument of service dedicated to the people of a great area. This station is operated by the Kansas State College of Agriculture and Applied Science.

Truscon Radio Towers have a great record for service, strength and stability all over the United States and in foreign countries, operating in a wide range of wind, temperature and humidity conditions. The knowledge gained from such a diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guyed or self-supporting types, either tapered or uniform cross section, for AM, FM and TV broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

Radio Station KSAC, Manhattan, Kansas, uses a Truscon Self-Supporting Tower 425 feet high.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

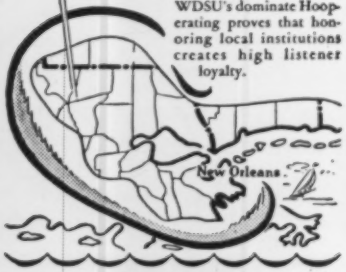
TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

JOHN BLAIR AND COMPANY
Representative

THE INCOME OF THIS TYPICAL WKIC LISTENER IS UP

215% since 1939

139% MORE THAN THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER'S WAGE.

Want Him For a Customer?

"The Voice of the Coalfield"
HAZARD, KY.
Represented by: T. F. CLARK CO.

HOLLYWOOD'S TV FILM TOO HIGH—FAIRBANKS

"IT is now apparent that television today is unable to afford the cost of Hollywood video films and all producers of such films and networks are taking a loss to get the new medium underway," according to Jerry Fairbanks, head of his own film production firm.

"There will be a chance for profits only after Hollywood guilds set up scales that television can afford," he concluded. This observation resulted from a story published elsewhere to the effect that NBC and Jerry Fairbanks Production were seeking to realize 100% profit on the *Public Prosecutor* series.

In contrast to these allgations, Mr. Fairbanks insisted that each 20-minute program was running well over $10,000 in cost and neither NBC nor his organization could possibly profit. Labor, he said, represented 72% of total costs. He also indicated that NBC is now considering an even heavier loss as the series has been offered for several months at $8,500 per installment.

KDFN Now KSPR

KDFN Casper, Wyo. has changed its call letters to KSPR as one of its planned changes for the 1948-49 period. Earlier the station installed a new RCA 1-kw transmitter as part of the plan.

MILTON SAMUEL, publicity director of Young & Rubicam, Hollywood, and Bob McAndrews, agency promotion manager, have been named chairman and assistant chairman respectively of SCAAAA 1948 Community Chest General Publicity Committee.

BIKES AND MIKES

Program of WMOH Hamilton Helps Cut Accidents

KILOCYCLES and bicycles have been blended by WMOH Hamilton, Ohio, with highly gratifying results reflected in the city's records of rapidly declining bicycle accidents.

In cooperation with local officials and the Hamilton Safety Council, WMOH, licensed to the Fort Hamilton Broadcasting Co., agreed to regularly broadcast proceedings of a bicycle court, established under the supervision of the city's traffic division. Since the start of the broadcast last January, through more than 39 court sessions, automobile-bicycle accidents have been reduced 75%.

The half-hour programs, aired 9:30-10 a.m. Saturdays, when court is held, have proven interesting as well as a valuable means of juvenile education, as the result of simplified court procedure, the station reports.

The council is generous in its praise of the station's work and recently advised the National Safety Council that WMOH "has been like a right arm to us in all safety council activities."

Production

JESS OPPENHEIMER, MADELYN PUGH and **BOB CARROLL Jr.**, will write CBS "My Favorite Husband" show. Mr. Oppenheimer will also direct, succeeding **GORDON HUGHES**, who is withdrawing from the assignment because of other production commitments.

FRANK HART has been appointed commercial production manager of WTMJ, WTMJ-FM and WTMJ-TV Milwaukee. He was formerly chief continuity writer of these stations.

BILL HEDGEPETH has joined WCSC Charleston, S. C., as announcer.

PETER DOUGLAS, "long hair" disc jockey of the American Forces Network in Germany, is returning to the United States for discharge. He produced and narrated "Outpost Concert," AFN's hour-long weekly program of classical music aired in the U. S. occupied zone of Germany.

Mr. Douglas

JULIE CHASE of WTAG Worcester, Mass., has been appointed Mass. Chairman of the Assn. of Women Broadcasters.

CARLETON IDE, formerly with KDKA Pittsburgh, has joined WNJR Newark, N. J., as announcer.

MYRON DUTTON, producer of NBC "Meredith Willson Show" and Nancy Daviss have announced their marriage.

DICK DARLEY, of Don Lee Hollywood guest relations staff, has been promoted to television production staff.

ROBERT C. GUTKNECHT, former announcer at WHHT Durham, N. C., has joined KFI-TV Los Angeles art staff.

BURRITT WHEELER, director of CBS "Housewives Protective League" for five years, has resigned. He has announced no future plans.

JACK LaFRANDRE, writer-director of WGN Chicago's "Theatre of the Air," is the father of a boy.

STEVE VAN GLUCK has been promoted from assistant program director to program manager of WNJR Newark, N. J., succeeding **PAUL MUNROE**, resigned.

DANIEL LOUNSBERY, correlator at transmitter of WPTZ Philadelphia, has been promoted to a director.

THOMAS S. CADDEN has joined continuity staff of KSTL St. Louis.

ELIZABETH BAUMAN SMYTH has joined the continuity staff of KGVO Missoula, Mont.

BRUCE KAMMAN has joined KMPC Hollywood as production manager. He was formerly NBC production manager in New York and Hollywood.

DAVE SWIFT has joined writing staff of CBS "Jack Carson Show."

JEAN HOLLOWAY, has joined writing staff of ABC "Mr. President" show.

ALLAN BERG, formerly with KHUB Watsonville, Calif., has joined KSBW Salinas, Calif., as writer-announcer.

HAL DAVIS, KCMJ Palm Springs, Calif., staff announcer, has been named director of news and special events.

TOM WILLIS has joined announcing staff of CFCH North Bay, succeeding **WALLY REWEGAN**, who has moved to CKGB Timmins.

JOANNE LARSON has joined the continuity staff of WHBF Rock Island, Ill.

KSJB Jamestown, N. D., has opened auxiliary studios and sales offices at 700 Front St., Fargo, N. D. New studio will serve as control point for program originations from Fargo-Moorhead area and for switching network programs to KSJB's Jamestown transmitter.

PETE MEGGS, formerly of Canadian Press, has joined announcing staff of CJKL Kirkland Lake, Ont.

DON FORBES, former KWIK Los Angeles program director, has joined KLAC-TV Hollywood as manager of studio programs.

MAURICE DARJES and **DOUG WHELAN**, the latter from CJKL Kirkland Lake, have joined announcing staff of CKGB Timmins, Ont.

JOHN MELVILLE, listed as executive director of WHP-FM Harrisburg, Pa. [BROADCASTING, Sept. 13], was employed by WHP as an announcer for a short period, station reports.

August J. Bruhn

AUGUST J. BRUHN, 61, Hollywood office manager of McCann-Erickson, died Oct. 13 at St. Luke's Hospital in Pasadena, Calif. Cause of death was thrombosis. He suffered an attack the previous weekend en route to Pacific Council of American Assn. of Advertising Agencies at Arrowhead Springs Hotel. With agency for 28 years, his service had been in both Los Angeles and San Francisco. He is survived by his wife, two daughters and a son.

things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air."

Represented by TAYLOR-BORROFF & Co., Inc. • Member of the LONE STAR CHAIN

you get

YEAR-ROUND DIVIDENDS

when you send

CHRISTMAS GIFTS

by *Harry and David*

AT BEAR CREEK ORCHARDS.

HERE ARE OTHER DIFFERENT GIFTS NOT FOR SALE IN ANY STORE

COCKTAIL BAR.

All the fixin's for their favorite mixin's. 8-oz. jars with maraschino cherries with stems, orange slices in heavy syrup, tiny pearl onions and stuffed olives. All in a bright wooden chest with pink elephants and musical bars.

GIFT NO. 39 *(Deliv'd)* **$4.65**

SHADES OF GRAN'MA!

Here's a fruit cake like she never dreamed of. But it's really not a fruit cake... it's much finer...it's a fruit-nut confection. We'll stake our reputation on it.

GIFT NO. 33 *(1½ lbs.)* *(Deliv'd)* **$3.15**

GIFT NO. 35 *(2 lbs.)* *(Deliv'd)* **$3.95**

TOWER OF TREATS.*

What's more fun than opening a whole flock of presents? Here's a gift that's really five presents in one. Riviera Pears, jumbo apples, cake confection, figs and the finest candy. First gift seen under any Christmas tree. **GIFT NO. 51** *(14" high)* *(Deliv'd)* **$6.65**

*O H & D

SEND Fruit-of-the-Month Club* MEMBERSHIPS

These gifts create excitement and praise for you the whole year through...and it's all so easy. You only order one present, but we deliver a *series* of generous and impressive gift boxes brimming with the most luscious fruits from America's finest orchards, direct by refrigerated express to the lucky friends you've elected to receive them.

Christmas morning is the occasion for the "grand opening" of your gift. Then month after month as each box arrives with your name and greeting, it creates excitement and more praise for you. An engraved Certificate, inscribed with your name, and mailed to each recipient in advance, announces all the good things to come.

Hold the friendships, affection and good will of those who mean so much in your personal and *business relations*. Save Money. Make your Christmas budget work for you for many months instead of only one annual occasion.

STOP sending commonplace gifts that are available everywhere!

LOOK at all these good things you'll get credit for!

LISTEN to the words of an important executive who wrote—"*...I don't know of anything that has given more pleasure to a large number of people than this monthly gift, and have had hundreds of letters advising of our friends' pleasure in receiving our gift of the Fruit-of-the-Month Club.*"

WALTER M. CHARMAN,
President, Ferro Engineering Co., Cleveland 15, Ohio.

GIFT NO. 15 (8-Box Club) $26.65

The Favorite! All the fruits and delicacies shown in months named at right. Make your club gift extra sensational by starting it at Christmas with basket illustrated instead of a box of pears...order Gift No. 156 $33.15

GIFT NO. 20 (12-Box Club) $39.95

The Star Performer! All treats illustrated plus America's finest candy in March, rare Fruit Cake Confection in May, luscious canned fruits in June, an encore of world-famous Royal Riviera Pears in November. Starting with basket illustrated instead of pears...order Gift No. 206 $46.45

GIFT NO. 11 (3-Box Club) $9.85

Mid-Winter Trio! Comprising Christmas, January and February selections. Starting with basket illustrated instead of pears...order Gift No. 116 $16.35

*T. M. REG. U. S. PAT. OFF.

HERE'S HOW TO ORDER:

Just send list of names and addresses...designate item for each by gift number. Please enclose check in full. We provide greeting enclosures with your name at no extra cost. Christmas delivery unless otherwise directed. Prices include delivery charges within Express delivery zones. Satisfaction guaranteed. (Sorry—no shipments outside U.S.A. proper... no C.O.D.) Order early and get the gifts you want.

Harry and David

at Bear Creek Orchards, Box 120, Medford, Oregon

GIFT NO. 6

Handwoven basket-tray, heaped with Royal Riviera Pears, other fine fruits, unusual nuts and candies. Here's a gem of rare surprises with a most luxurious air. A feast of fun...a stunning centerpiece for the Holiday table Shipping weight about 15 lbs.

(Deliv'd) $9.65

IN DECEMBER

ROYAL RIVIERA PEARS.

A sure-fire gift so rare hardly one in a thousand has ever tasted them...so delicious everyone acclaims them America's finest fruit.

IN JANUARY

ROYAL GRAPEFRUIT.

Large, plump, firm-meated, they're left on the trees 'til they bust their buttons with sweet juice. Just when your friends are wishing they were in the sunny South you'll bring them a taste of it.

IN FEBRUARY

GOLDEN BEAR APPLES.

From a high mountain valley up near the Canadian border. You'll keep them chortling with these crisp, juicy apples that crackle when you bite into them.

IN APRIL

WILD 'N RARE PRESERVES.

Almost as scarce as the last Mohican. You'll compliment them with a connoisseur's collection of five fruits including Wild Blackberry and Wild Plum picked by tame Indians along the Old Oregon Trail.

IN JULY

ROYAL PLUMS OR QUETTA NECTARINES.

Whichever crop we deem the finest. Both are marvelous fruits and just "tops" when picked as full of flavor as Old Mother Nature can make them.

IN AUGUST

SUMMER DELIGHT PEARS.

You'll give a welcome lift to summer-jaded appetities. Cool, juicy, delicious for real refreshment to summer menus and another score for you as a thoughtful giver.

IN SEPTEMBER

OREGOLD PEACHES.

You'll surely rate orchids when this box arrives. Harry and I grow 'em specially for Fruit-of-the-Month Clubbers. They're so juicy you should wear a bib to eat them.

IN OCTOBER

ALPHONSE LAVALLE GRAPES.

A fitting finale to your regal parade of gifts. Big, hothouse type grapes...a picture for the sideboard...amazing to your friends.

News

ALFRED T. RINGLER has been appointed news editor at WCAU Philadelphia, where he will supervise all WCAU radio and television newscasts and also will be in charge of WCAU news staff.

PHILIP BASSEL has joined WNYC New York as announcer-news editor.

MORRIS COLEHOUR, WHBF Rock Island, Ill., news staff, has returned to Army duty. Member of the Rock Island Army Reserves for 20 years, Mr. Colehour is a captain at Ft. Monmouth, N. J., awaiting assignment overseas.

HAROLD J. SCHMITZ has joined KFEQ St. Joseph, Mo., as farm service director. He was formerly extension radio specialist at Purdue U., Lafayette, Ind.

TOM WARREN has joined KSO Des Moines, Iowa, as news director and commentator. He was formerly with KMOX St. Louis.

BOB HARRIS, formerly with WMCA New York, has joined news staff of WVNJ Newark, N. J.

TOM SEARLS has returned to KELO Sioux Falls, S. D., news and announcing staff. He was with KELO in 1946-47, in the same capacity.

SID PIETZSCH, WFAA Dallas news editor, is the father of a boy, William Walker.

BEN HOLMES, former day editor at KOMA Oklahoma City, has been appointed news director, succeeding **BOB EASTMAN,** now program director. **JERRY MARX** is now day editor.

JOSH BARRY, sportscaster and staff announcer at WFTL Ft. Lauderdale, Fla., is the father of a boy, Kenneth Andrew.

ENJOYING hors d'oeuvres between sessions of the District 7 meeting of Columbia Affiliates Advisory Board in Minneapolis, Oct. 13-14, were featured CBS speakers, who included (l to r) Howard Meighan, administrative vice president; Bill Lodge, engineering vice president; Earl Gammons, vice president in charge of the Washington office, and Hubbell Robinson, program vice president.

WRZE GOOD DEED
Station Reminds Community Of Debt to Hero

FEW stations can boast of launching operations, doing a humanitarian deed and stirring the public interest—in almost the same breath of radio air—but WRZE (FM) York, Pa., lays claim to such a distinction. It baptized its radio career in the following novel manner:

Saul David, station program director, and George Luckett, staff writer, heard of the plight of one Ben Sipe and resolved to help him. Within ten days they readied a half-hour radio play telling the Sipe story. Afterward, the mayor of York, Felix Bentzel, proclaimed Sept. 14 as "Ben Sipe Day." Action followed action, and the movement swelled into a tidal wave of responsive approval. York, it seemed, had not forgotten—it merely needed a forceful reminder about the man's heroism.

Mr. Sipe, a riverman who devoted his entire life to serving others, was a life-saver by avocation. In his time he had saved from drowning more than 100 men, women and children in the Susquehanna, or its tributaries. As time wore on and Mr. Sipe became older, he was barely able to care for his own basic needs—he had given his money to other needy. All that he possessed was a broken-down shack on the river bank—and privation.

Today Mr. Sipe is well provided for, and county residents have recognized their debt to the aging hero—thanks to WRZE. Said Mr. David: ". . . Offhand I can't think of a better way to begin our broadcasting career. I'm just surprised that nobody did anything about it before this."

George O'Neill Elected To Fellowship in IRE

THE BOARD of directors, Institute of Radio Engineers, has elected to fellowship George D. O'Neill, assistant to the manager of research, Sylvania Electric Products Inc., Flushing, N. Y. The IRE Fellowship Award will be given to him for his work in electron tube theory and design during the institute's national convention next year.

Mr. O'Neill

Among Mr. O'Neill's many contributions which are widely used in radio and electronic developments are: Twin element tubes, indirectly-heated power output tubes, indirectly heated low voltage-drop rectifiers and microwave developments, restricted for security reasons. He has been granted twenty patents and has six applications pending.

WDSU TV-FM OPENING SLATED FOR DEC. 1

OFFICIAL OPENING of the TV and FM operations of WDSU New Orleans has been set for Dec. 1 by Fred Weber, executive general manager of the stations.

WDSU-TV and WDSU-FM are located in a penthouse on the 1st floor of the Hibernia Bank Bldg. in downtown New Orleans. Both stations share a five-section superturnstyle antenna mounted on the tower of the 3,555-foot building.

WDSU-TV is assigned Channel 6 (82-88 mc) with effective radiated power of 31 kw visual and 15 kw aural. It will use a 5-kw RCA TT transmitter. The FM operation uses a GE transmitter with 150-kw effective radiated power. Channel 257 (105.3 mc) is the assigned frequency.

Clarence Jacobs Opening Studio Consulting Office

CLARENCE R. JACOBS, director of construction operations for CBS, has resigned to devote full time to studio consulting. His headquarters will be in Princeton, Ill. Mr. Jacobs is being retained by CBS as consultant for isolation and acoustical design.

He joined CBS in 1937 after seven years with the Johns Manville acoustical department. His work in broadcasting acoustical design began in 1925, when he planned the old NBC studios in the Drake Hotel, Chicago. The following year Mr. Jacobs designed the original NBC New York studios at 711 Fifth Ave., and later, the network's Radio City studios. In his association with CBS he has been responsible for designing all of its studios since the network was formed.

WILLIAM B. HERTHERINGTON, WNJR Newark, N. J., news commentator, received the Columbian Civic Award for his distinguished reporting of the Italian elections which New Jersey listeners heard via shortwave over the station. Award was presented by Columbian Civic Club of Newark at its annual Columbus Day meeting.

MEMO to FRANK SILVERNAIL, BBDO:

When you buy in Cincinnati, BUY THE WHOLE CINCINNATI TRADING AREA. WCKY with 50,000 Watts is the only Cincinnati station, except one, that gives you as good or better ratings* in the whole trading area as in the Metropolitan area—AND AT NO EXTRA COST.
(* Special Pulse Survey).

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Everyone in the Act

ANNOUNCERS, control room operators, station executives, librarians, and other WDRC Hartford, Conn., personnel are fulfilling their ambition to do a show they want, the way they want it done. The idea started when the experimental program division asked all WDRC staff members if they would like to do a program of their own. Ten members said "yes" and each was given a 15-minute period. The series, which started Oct. 11, runs for two weeks.

Sample Gets Commercial Manager Post at WNAM

FRED W. SAMPLE, who has been in NBC news and special events editor in Chicago since January, has been named commercial manager of WNAM Neenah-Menasha, Wis., it was announced last week by Don C. Wirth, president.

Mr. Sample

Mr. Sample, who headed BROADCASTING's Chicago office for three years prior to joining NBC, entered radio as a continuity writer on WBNS Columbus. He later was continuity director and promotion manager for WHKC Columbus, after which he served three and one-half years with the Army. Before joining WBNS he was a member of the editorial staff of the *Columbus Dispatch*.

Sound Studios Realigns Personnel at Key Level

SOUND STUDIOS Inc., Washington, has announced election of Leon Loeb, a pioneer in motion picture's development, as president and treasurer, and the appointment of Leo Orso, formerly with Associated Recording Services, as general manager. Mr. Loeb succeeds Robert J. Coar. Ethel W. Loeb was named secretary.

Simultaneously the company announced it will branch out into the preparation of packaged radio and television shows. The firm remains at the headquarters for the World Wide Broadcasting Foundation in Washington, D. C.

GE Video Show

GENERAL ELECTRIC, Schenectady, Lamp Division, effective Oct. 24, will sponsor a television show featuring Dennis James, announcer, on CBS-TV, Sundays, 8:30-9 p.m. BBDO, New York, is agency.

M. Wylie Memorial Fund Established

Chicago Radio Management Club Sets Scholarship

MEMBERS of Chicago's Radio Management Club have contributed more than $350 to a scholarship fund honoring a charter member, Margaret Wylie, J. Walter Thompson timebuyer who died Oct. 14 [BROADCASTING, Oct. 18]. Harlow P. Roberts, vice president and general manager of Goodkind, Joice & Morgan, was appointed at the regular luncheon meeting last Wednesday to direct an inquiry about such a scholarship to various colleges and universities in the area.

Business discussion centered on location of subsequent meetings, and members voted to accept the Tavern Club in the 333 N. Michigan Ave. Bldg. The group now meets in a private dining room at the Wrigley Bldg. restaurant.

New President William A. McGuineas, commercial manager of WGN, appointed Arthur Harre, general manager of WJJD, as membership chairman; Wayne G. Williams, who heads his own agency, as publicity chairman, and Paul C. Brines, director of WGN operations, as program chairman.

Mr. Brines and his committee are scheduling a series of "outstanding speakers who will contribute factual knowledge to us about many aspects of radio," he said. Immediate plans call for speakers acquainted with Transit Radio and FCC lottery rulings. Amendments concerning tenure of office of the program chairman, associate memberships and election of trustees will be voted at the next meeting Nov. 3.

WGAR Cleveland reports that station enjoyed its biggest month in its 18 year history, last month. New and renewed contracts placed during month were reported to have reached approximately quarter million dollars.

WCAU-TV Now Carrying 51 Commercial Accounts

WCAU-TV Philadelphia now has 51 clients, according to a survey of commercial listings for the weekly period of Oct. 8-14. Forty-five of the sponsored accounts originate locally, with the remaining six coming via CBS TV network. The station has been operating less than five months.

Sixteen of the local advertisers are sponsoring 15-minute to one-hour programs. Peirce-Phelps home appliance dealer which inaugurated a one-hour daytime program on Oct. 18 on a Monday-through-Friday basis, was not included in the survey.

Battison Article

JOHN BATTISON, ABC allocations engineer, is author of an article on international broadcasting which will appear in November issue of *Electronics*.

Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, NEW YORK

National Representatives Free & Peters, Inc.

KWIK Licensee Realigns Top Executive Personnel

BURBANK Broadcasters Inc., licensee of KWIK and KWIK-FM Burbank, Calif., has realigned its officers at a meeting of the board of directors. Alice I. Furns was elected president, treasurer and a member of board of directors, succeeding Carl E. Rose, resigned. William J. Handelsman, in radio for a number of years, has been elected vice president in charge of sales and exploitation, succeeding Billy Gray, resigned.

Mrs. Furns is in California representing her interests and those of her husband, James H. Furns, an executive of Chrysler Corp., Detroit. He plans to retire from the automotive industry and will eventually become president of the stations when he moves to California early next year.

TV TALK, "Television as an Advertising Medium," was featured at this meeting sponsored by Screen Publicists Guild, Hollywood. Seated (l to r): Pat Weaver, Young & Rubicam vice president in charge of radio and television; Gil Ralston, Procter & Gamble radio and television executive; Frank Woodruff, formerly television and radio head of Lennen & Mitchell, Hollywood; Ted Steele, Benton & Bowles vice president in charge of Hollywood office; (standing): Frank Rhylick, television director of Ross, Gardner & White, Los Angeles; Mal Boyd, panel chairman; Leon Benson, J. Walter Thompson Co., Los Angeles television director.

Allied Arts

SAMUEL E. EWING Jr. has been appointed general attorney for RC Victor Division, Camden, N. J.

D. W. GUNN, former special representative for the equipment tube sales department of Sylvania Electric Products, New York, has been appointed assistant to the general sales manager Radio Tube Division.

JOHN A. CASHMAN, formerly with Time Inc., and Geffen-Dunn & Co. has joined staff of Brien & Dorrance promotion specialists, as account executive.

ROBERT L. HUGHES, formerly in advertising and publicity departments New York "Daily News" and "Mast" magazine and Shaw publications, has joined Television Research Institute, New York, as Eastern regional business manager.

THE CROSLEY DIVISION of AVCO Mfg. Corp., Cincinnati, has appointed Video Assoc. Inc., New York, to develop television program format.

HENRY RAWLE GREVELIN Jr. has been appointed advertising and sales promotion manager of the television receiver division of Allen B. DuMont Labs., New York. He was formerly an account executive with Abbott Kimball Adv., New York.

T. K. STEVENSON has resigned as president and director of the Western Corp., New York, a subsidiary of Western Electric Co. **F. R. LACK,** a member of the board of directors, will succeed Mr. Stevenson as president. **G. L. BEST** was elected a director to fill Mr. Stevenson's post.

HARVEY B. MERRILL has re-joined the sales staff of the RCA Engineering Products Corp. Dept., Camden, N. J. after a year's absence, and has been appointed sales engineer for Eastern U. S. with the Scientific Instrument Group.

Equipment

RCA, Camden, N. J., introduced a new experimental theatre television projector for 20 x 15 foot television pictures at a demonstration in St. Louis.

THE SPECIAL TUBE SECTION of Raytheon Mfg. Co., Newton, Mass., announces the availability of type CK5704/CK606BX, a subminiature diode having characteristics similar to those of one-half of a 6AL5. The tube is extremely small in size and the capacity is low enough to permit operation at fairly high frequencies. The resonant frequency of the tube is over 1200 mc.

INDUSTRIAL TELEVISION Inc., Clifton, N. J., is entering the home television receiver field. Company has specialized in remote control large screen direct view TV sets for taverns, restaurants and other public places and in "guest television" systems for hotels and hospitals.

PROGRAM Predictometer, new electrical device for gauging minute-by-minute audience response to programs is being used this month by WBRY Waterbury, Conn. Predictometer automatically tallies respondents voting "like," "dislike" or indifference at any specified moment. Studio session will be conducted by Charles H. Wolfe, predictometer's inventor.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Reese Steel Erection Co., Inc.
"Engineered Erection"
of AM FM TV Towers & Antenna
Emergency Repair Service
419 Grand Traverse St.
Flint, Michigan

THE MOST SPECTACULAR TRANSCRIBED MUSICAL SHOW EVER PRODUCED
THE MUSICAL COMEDY THEATRE
52 GREAT HALF-HOUR SHOWS
Musical comedies and operettas by Gershwin, Friml, Romberg, and others, featuring Mixed Glee Club, Featured Vocalists, and full Concert Orchestra.
For Particulars
CHARLES MICHELSON, INC.
23 West 47th St. • New York 19, N.Y.
Phone: PLaza 7-0695

NEED OF CAB UNITY OUTLINED BY ALLARD

HAD CANADIAN Assn. of Broadcasters existed 20 years ago, there might not have been a government report favoring nationalization of broadcasting in Canada, J. T. Allard, CAB general manager, told the luncheon meeting of the Toronto Radio Executives Club Oct. 13.

"No industry needs the strength of collective bargaining more than ourselves," Mr. Allard stated. "No other industry has so many well-organized foes arrayed against it . . . There is not even any guarantee now that establishment of CAB has completely prevented the complete nationalization of the broadcasting industry as originally planned by the Aird Report [1929]." He also outlined the new five-year plan of CAB reorganization [BROADCASTING Oct. 11].

Speaker at November meeting of Toronto Radio Executives Club will be Carl Haverlin, president BMI, New York, and president of the New York Radio Executives Club.

Capitol and German Firm Will Exchange Records

CAPITOL RECORDS Inc., Los Angeles, has reached a reciprocal agreement with Telefunken, German recording firm, for an exchange of records. Capitol will acquire Telefunken's complete classical record catalog for distribution in the U. S., and the German firm will distribute Capitol Records' catalog in Europe.

The deal followed more than a year of negotiations, according to Glenn E. Wallichs, Capitol executive vice president. It is the first exchange agreement in the respective countries for either firm. No date is available at present for release of records on the American market; the first shipment was made from Germany last week.

Spare Time End

PAUL F. WALKER, Eastern sales representative of the Andrew Corp., has taken on additional duties. He's playing end for the New York Giants, professional football team. A Yale graduate in electrical engineering, Mr. Walker was All-American end in 1945.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. Resetar Hotel
Washington 4, D. C. Watsonville, Calif.

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
LIttle Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG. WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
& Associates
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. Anderson
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

Merl Saxon
203 W. Hutchison Street
Telephone 888 or 211
San Marcos, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager. Fulltime network affiliate in 2nd largest oil producing Oklahoma County. 250 watt, only station in county. Fine position for conscientious man with sales ability. Draw and commision, or salary if preferred. Rush full details to P.O. Box 1192, Duncan, Okla.

Florida regional in attractive city needs exceptional, able young commercial manager who can ultimately qualify take complete charge of station, help expand it and grow with it. Affiliated with old-time respected institution. Applications kept in confidence, please include all details. Must be able supply top references, character, integrity, personality in order to take proper place in growing community. Box 91, BROADCASTING.

Salesmen

New 5 kw regional Mutual affiliation in major Ohio city needs complete staff—sales, continuity, programming. Enclose snapshot and references with application. Box 68, BROADCASTING.

Experienced salesman capab'e of producing needed WFRP, Savannah, references required. Box 36, BROADCASTING.

Miami station needs two aggressive salesmen. Complete cooperation, liberal commission. Write Room 310, 279 Northeast 79th St., Miami, Fla.

RADIO TIME SALESMAN

We need a top man who is fine in appearance and a ball of fire in ability. He must have qualifying experience and be acquainted with the art of radio time sales. The right man can carve a prosperous future for himself . . . if you're the one write to Box 69, BROADCASTING.

Wanted: Time salesman. 250 watt unlimited time independent, south Texas. Draw against commission. Right man can make $500 monthly or better. Good coverage. Good market and congenial community. Housing available. Car necessary. Box 44, BROADCASTING.

Wanted immediately—Topflight proven salesman to spark growing clear channel daytime independent with lowest rate card in industrial metropolitan area. Your chance to locate in Florida with large potential market. WHBO, Sulphur Springs, Tampa.

Here's real opportunity for an experienced, livewire salesman with car to become commercial manager of progressive daytime station in prosperous southwest market. Salary or commission. Send references, background, requirements, and photo first letter to KSCB, Liberal, Kansas.

ABC affiliate in Rocky Mountain regions best secondary market has opening with permanent future on sales staff. Ideal dry healthful climate. Winter and summer sports. Salary and commission. Aggressive, steady policies require same type of man. Send complete details in first letter. Box 90, BROADCASTING.

Live in Los Angeles. Two experienced salesmen will find excellent working conditions. William Handelsman, KWIK, Burbank, Calif.

Announcers

Staff announcer capable of specializing in play-by-play football needed thousand watt regional network affiliate. South Texas. Must be topnotch. Include required salary in application. Prefer aircheck sports disc. Box 50, BROADCASTING.

Immediate opening for announcer-engineer. Emphasis on announcing. Start at $60 as engineer, raise to $70 when announcing duties assumed. Send disc, picture, complete details to Nathan J. Cooper, Box 805, Morganton, N. C.

Help Wanted (Cont'd.)

Sports announcer, play-by-play. Salary plus talent, 250 eastern network station. Sports community. All details first letter. Audition disc. Box 42, BROADCASTING.

Announcer, progressive midwestern station in good market looking for several experienced announcers. Must have ability to handle disc jockey shows, news, good commercial man. Can pay $45 to $50 to start, with plenty opportunity for advancement. Don't apply unless you have good voice and experience to back up your willingness to work. Send full information and audition disc. Box 40, BROADCASTING.

Combination man, good announcing paramount. First class ticket required. Good pay, reasonable living costs, small city near Chicago. Box 34, BROADCASTING.

Rocky Mountain area independent needs operator announcers, experience preferred but will consider others. Lots of hard work, but good opportunity for varied experience. Also needs operator announcer with ideas and an interest in radio programming to serve as program director. Box 35, BROADCASTING.

Chief announcer, heavy newscasting commercials, RCA console operation, wanted by well-established southern NBC affiliate. Salary commensurate knowhow. Send disc, photo, background. Box 37, BROADCASTING.

Announcer: Experienced, versatile, starting salary $55.00, 48 hour week. WEIM, Fitchburg, Mass.

Combination announcer-operator, first ticket, good voice. Must be experienced. Start $55 per week, plus extras $20 to $40 per month. Happy crew. Housing. Air mail disc, photo. KPRK, Livingston, Mont.

Announcer. Experienced disc jockey for early morning musical clock. Also experienced announcer capable of doing good job on news and commercials. Major market midwestern network regional. Forward transcription and give previous experience, salary expect. When available. Confidential. Box 9, BROADCASTING.

Announcer with first class ticket, one who can take an all nite show and can sell own spots and programs. Salary plus 15% commission and override. Single man preferred. Box 960, BROADCASTING.

Announcer-salesman by southwestern CBS affiliate with emphasis on selling. Salary $200 month plus liberal commission and bonus. Car allowance. Don't wire. Tell all in letter and send disc. Harold Welsh, KSIL, Silver City, N. M.

Wanted: At once, 3 announcer-operator-engineers for new Mutual affiliate, $55.00 per week, forty hours, time and half overtime. Prefer married men. Rush information to Manager, Radio Station WMIK, Middlesboro, Ky.

Experienced announcer, long established 1000 watt regional network station, midwest location, has permanent position for capable announcer. Wide-awake market, excellent opportunity. Send qualifications, salary expected, photo and disc. Box 43, BROADCASTING.

Wanted: Announcer-engineer. Location—beautiful hill country of Texas. Elevation 2,000 feet. Engineering secondary. Salary $300.00. Arthur Stehling, Fredericksburg, Texas.

Progressive North Carolina station interested in experienced sportscaster and staff announcer with news writing ability. Must be interested in growing with new station. Excellent facilities, city expanding. If interested in doing good job and building long-time security, give age, education, experience, send photo. Box 87, BROADCASTING.

There's a permanent job in Hawaii for announcer with a first class ticket, $60.00 for 40 hours to start, with increase after 6 months. Some background in broadcasting preferred. Send details and audition disc airmail to KMVI, Wailuku, Maui, T. H.

Help Wanted (Cont'd)

Combination man with first class ticket and high quality announcing ability. Send disc, photo, and full particulars in first letter. Personal interview will be necessary. Small market station paying top money for top men. Reply to Manager, KRNR, Roseburg, Oregon.

Technical

Combination announcer-engineer, first class license. New Miami station. Send disc, salary requirements. Room 310, 279 Northeast 79th St., Miami, Fla.

Announcer with first class ticket needed at progressive 250 watt independent, 800 kc in fabulous Texas Panhadle. $57.70, forty hour base pay, overtime opportunity. Send references, photo, audition to K-triple-D, Dumas, Texas.

Wanted: First class engineer. No experience necessary. State when available and salary requirements first letter. Southern local network station. Reply Box 49, BROADCASTING.

WRMV-FM, Richmond, Va. Positions open chief engineer, engineer-announcer, engineer apprentice. Written application to Southern Broadcasters, 2011 Massachusetts Ave., NW, Washington 6, D. C.

Chief engineer, 1 kw fulltime. Must be thoroughly experienced. Give resume and salary requirements. Box 959, BROADCASTING.

Experienced engineer wanted by 10 kw station in northeast. Send complete detai's. Box 89. BROADCASTING.

Combination announcer-engineer, first class license. Hawaii. Excellent opportunity. Box 73, BROADCASTING.

Wanted: Transmitter engineer, immediately. $45.00 weekly for 40 hour week. WWHG, Hornell, N. Y.

Michigan regional AM. Class B FM. Requires experienced operator with license. Box 55, BROADCASTING.

Experienced engineer-announcers. Accent on engineering and announcing. Northern New England station. Interview in Boston. State salary, details. Applications answered. Box 92, BROADCASTING.

Engineer—Young man with first phone wanted in good southern town where costs are low. $35.00 for 45 hours, no experience required. WRNO, Orangeburg, South Carolina.

Production-Programming, others

Continuity writer-announcer. Combination man wanted for 1 kw NBC outlet. Particular emphasis on writing. Box 39, BROADCASTING.

Program director for 1000 watt independent daytime rural station in Virginia. Experienced and capable with good air voice. Full particulars, disc, photo and salary requirements in first letter. Box 8, BROADCASTING.

PRODUCTION MAN

50,000 watt network station in midwest million market offers production opportunity to qualified man—include details of experience with emphasis on music. Enclose photo, references, salary expected.

BOX 82, BROADCASTING

For good girls only. 5000 watt network affiliate station in upper New York State needs a good, capable woman to handle femme activities, including writing, air work, public relations. Are you the gal we want? State qualifications, experience, salary expected. Write Box 963, BROADCASTING.

Combination secretary-continuity, new Miami station. Send qualifications, salary expected. Room 310, 279 Northeast 79th St., Miami, Fla.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Experienced copywriter who can also handle promotion for new Texas regional station. Send full details to Radio Station KTRN, Wichita Falls, Texas.

Help Wanted

WANTED

TV production man or woman with creative intelligence and proven ability. Minimum one year TV studio experience, to assist in present training program, production of package programs and later production in our own commercial station. Full studio and camera equipment already in use. Write, giving complete background details, salary expected. Twin City Television Lab., Lyceum Theatre, Minneapolis 2, Minn.

Situations Wanted

Managerial

Young successful 250 manager desires change. Twelve years successful station operations. Strong on sales, announces. Civic minded. Likes local programming. Box 903, BROADCASTING.

Qualified local station manager. Fifteen years experience. Family. Interview preferred. Box 884, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Best references. Thoroughly experienced all departments. Can be available on short notice. Box 849, BROADCASTING.

Mr. New Station Owner

You can equire 20 years of radio experience, quickly and easily. Save costly trials of the half-experienced. The price is one fair salary to a station manager with complete experience. Write me at Box 60, BROADCASTING.

Manager-chief engineer, available for small station or CP. West coast only. Some cash available. 25 years in broadcasting, heavy on engineering. Age 41. Married. Car. Available immediately. Box 79, BROADCASTING.

Experienced manager. Built station from red to black. Community minded. Family man. Industrious. Outstanding sales record. Excellent staff relations. Buy some stock if desired. Box 61, BROADCASTING.

STATION MANAGER

20 radio years in large eastern city. Thoroughly acquainted with every phase of the business.

Nationally known among agency timebuyers. Interested in making switch to western part of country.

Box 76, Broadcasting

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Far west only—Seeking managership of smaller station or as assistant in major operation. Ten years experience all phases. Age 38. Now PD in CBS affiliate. Available 30 days. Box 56, BROADCASTING.

General Manager or Sales Manager available by January 1st. 14 years experience in proper representation with clientele and public. Proper administration, programming, ideas, solid selling. A gentleman, conscientious, whose tastes are of the highest quality. Desire change due to situation over which I have no control.

BOX 4, BROADCASTING.

Salesmen

I sold a cold market—$4,000.00 in 6 months. Looking for permanency and advancement. Would prefer major midwest market. Available on reasonable notice. Will consider and reply all offers. Address replies to: Vincent T. Hallett, KOCO, Box 230, Salem, Ore.

Salesman—Well experienced salesman and commercial manager, wants to make change. Available 15 to 20 days notice. Box 83, BROADCASTING.

Announcers

Can I help you? Announcer, copywriter, one year experience. Single, 24 years college. Good references. Prefer midwest. Box 695, BROADCASTING.

Situations Wanted (Cont'd)

...n your man. If your station needs ... announcer with experience and ...ven mail pull. Single, 23, versatile ...h excellent recommendations. Travel ... permanency. Box 51, BROADCAST-...g.

...ing announcer, two years experi-...e. Versatile, NBC training. Produc-...n experience, WOR, N. Y. Staff an-...ncing. W. Va. Have just left lead-... station in city of 350 000 in metro-...itan area as staff and disc jockey ...bert Murphy, 236 W. 56th St., New ...rk 10, N. Y.

...nouncer, experienced in all phases ... ...1 5 kc operation, independent and ...twork. Sales, continuity, etc. Single, ...er, 25. Disc and picture on request. ...d Richards, 7—7 W. 26 Place, Berwyn, ...

...ortscaster or staff announcer. I can ...er you ability, experience, knowhow, ...nscientiousness and a selling voice ... either sportscasting, play-by-play, ... general staff work. What can you ...er me? Waiting to hear from you. ...ox 54, BROADCASTING.

...vailable—One of radio's outstanding ...-lib disc jockeys. Knowledge of music ...d records unsurpassed. Five years ...perience early morning, dance re-...otes, interviews and quiz shows. Will ...cept all-night disc show. Age 29, ...cellent appearance, go anywhere. $85 ...ekly plus talent. Box 81, BROAD-...STING.

...re's a chief announcer with over five ...ars of commercial broadcasting to his ...redit desiring change of locality. Will ...rnish usual data upon request. Cur-...ntly employed leading AM, FM inde-...endent in major market. Box 65, ...ROADCASTING.

...wners of midwest network station ...n't renew manager's contract after ...e built the station up from nothing. ...e get along best with just a single ...oss, so a chief announcer production ...irector, experienced in all phases of ...adio, is available on one month notice. ...n furnish an entire station, if you ...sh. Write for complete details, audi-...n tapes and references. Box 66, ...ROADCASTING.

...nouncer - writer, experienced pro-...amming, all phases of small station ...peration. College graduate, vet, 30, ...ngle. Desire permanent spot small ...estern station. Available immediately. ...hoto, disc. H. B. Carpenter, Box 184, ...almon, Idaho.

...horoughly experienced announcer with ...xcellent selling voice and delivery. ...p personality jockey shows with ...oven results. Authoritative newscasts. ...xcellent reference. Seeking progressive ...tion. Wire or write. Presently em-...oyed in leading metropolitan station. ...ill answer all replies. Box 95, BROAD-...STING.

...nouncer, married, 27, three years ex-...erience. College graduate, former com-...unications officer. Presently employed ...t desire position with progressive sta-...on in midwest or midsouth. Box 94, ...ROADCASTING.

...949 model announcer de luxe. Tip top ...ondition, used little. Loads of extras. ...ersatile shifting gear, E Z payments. ...ust be seen and heard to be appreci-...ted. Box 93, BROADCASTING.

ANNOUNCER-MC-PRODUCTION

Program director-chief announcer small station. Have record of successful shows. Stage and radio experience. Want change to larger market. Interested in TV. BOX 75, BROADCASTING

...ngineer 1st ticket, available. Experi-...nced construction 1 kw directional ...nd 1 kw non-directional. Graduate of ...apitol Radio Engineering Institute, ...ashington, D. C. 507 Pine, Atlantic, ...owa.

Situations Wanted (Cont'd)

Technical

Chief engineer of 1 kw WE station desires change. Six years in radio. Built two 1 kw stations. Graduate accredited school. Box 71, BROADCASTING.

Operator—First class license. Control or transmitter maintenance. Worked with Gates and Western Electric equipment, recording. 27, steady, married, interested in permanent place in midwest. Have car. $1.25 per hour. E. Eaton, 801 N. Rath Ave., Ludington, Mich.

Engineer, 24, four years experience, first class license, single, veteran, desires permanent transmitter or control position in midwest. No turntable operating or announcing. Available without car. $55.00 minimum. Box 78, BROADCASTING.

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

I have written over 2,700,000 words of commercial radio copy. Now, sir, what may I do for you? Write Box 32, BROADCASTING.

College graduate, twelve years experience, sports, any type play-by-play, program director, idea man, special events, continuity writer. Disc for proven capability. References for proven dependability. Box 38, BROADCASTING.

Sports director of 5 kw net station rounding out eighth year as play-by-play man covering Big Nine. Experience includes football, baseball, basketball, track, auto and horse racing. Veteran with college degree. Information and discs available. Box 45, BROADCASTING.

Musical director—Girl, single, three years radio experience, two years with present employer, desires opportunity with progressive station in south. Box 47, BROADCASTING.

News editor-writer-announcer. Thoroughly experienced. Employed 50,000 watt station. Box 995, BROADCASTING.

Efficient, dependable, ambitious. Excellent references. Thoroughly grounded agency details. Box 52, BROADCASTING.

All-round good radio gal, now continuity chief, director women's programs 1 kw midwest AM-FM station, wants change. Single, 30, journalism graduate, capable all departments. Interviews, remotes, special events, news. Have written prize winning programs, commercial copy cited for excellence. Pleasant mike personality. Box 41, BROADCASTING.

Writer—Seven years radio experience, script and commercial. Position with station minimum 5 kw or metropolitan agency. Minimum $75 weekly. Box 58, BROADCASTING.

Situations Wanted (Cont'd)

Writer, young man with eastern station seeks continuity position with affiliate over 250 watts. Experienced, writer "iron hand in kid glove" copy. Box 67, BROADCASTING.

Desire TV production. Know and understand job. College. Box 88, BROADCASTING.

I can't eat prestige. News writer and editor interested only in radio or TV journalism, now employed by 50,000 watter, wants news job paying enough to permit him to remain in the field. Experienced, objective, and willing to work hard. Box 84, BROADCASTING.

Idea woman, will do women's, children's or educational shows, or continuity. Six months experiences, good references, good voice, radio and advertising training. College degree. Box 86, BROADCASTING.

Prgoram director—Sober, industrious and a longtime believer in good showmanship. 15 years experience production, announcing, news, special events, script, and continuity writing. Position wanted on eastern seaboard where thorough application to work will pay off in intangibles as well as tangibles. A thousand dollar buy for one hundred bucks a week. Write, wire or phone Denis Sartain, 819 51st St., S. E., Washington, D. C. Telephone Axminster 2594.

Combination program director-sales manager. Seasoned radio man seeking permanent establishment. Box 70, BROADCASTING.

News editor-writer-announcer. Thoroughly experienced. Employed 50,000 watt station. Box 53, BROADCASTING.

Promotion—continuity. Six years experience 50,000 watt midwest station. Can also handle woman's program. Box 57, BROADCASTING.

Program director—In radio 20 years, in some of the best places. Now program director of regional station, which is being sold. Good executive material for group of stations or regional network. Box 61, BROADCASTING.

Schools

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Service

LOST and FOUND

In this magazine are many ads of lost employees and employers. Why, then have you found this ad? Could it be, perhaps, because you've heard about the 700-plus stations, etc. we've serviced; and you're seeking a new connection or a Reliable employee. Radio's Reliable Resources, Employment Bureau Div., P. O. Box 413, Philadelphia 5, Penna.

For Sale

Stations

25% interest in new station. Big progressive bilingual market. Sound investment. What's heard on the air sells—not extravagant studio - transmitter expenditures. Write or wire Box 48, BROADCASTING.

Southeast major market independent kilowatt station. Priced for quick sale. $30,000 cash required. Box 64, BROADCASTING.

Equipment

RCA 4 section pylon antenna (hi-band) —$4500.00; Presto K-8 recorder—$225.00; Browning FM-AM (track mt. panel) tuner and power supply—$110.00; Fairchild recording amp. and power supply —$100.00; two Webster wire recorders, each—$75.00; three RCA 41-B amplifiers, each—$30.00; RCA 40-C amplifier—$85.-00; 732-A G. R. noise and distortion meter—$50.00. Box 74, BROADCASTING.

RCA pylon FM antenna, BF 21A, used 9 months. Presto model K recorder, used, excellent condition. WEAU, Eau Claire, Wisc.

300 ft. (20 ft. sections) seamless, tubular steel tower, outside diameter 3½ inches, ¼ inch thick. Will withstand any FM or TV load. Complete and brand new. $7125.00. Box 85, BROADCASTING.

Brand new RCA 74-B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evanston, Ill.

Wanted to Buy

Manager-chief engineer, desires buy small interest, plus services, small station, west coast. Confidential. Box 80, BROADCASTING.

Radio station wanted in northeast for owner-management. Prefer single station market. Will consider others. Box 62, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Associates wanted for establishing community minded station in fertile New Jersey market. Box 33, BROADCASTING.

FOR SALE

5000 watt independent

Located on the west coast

Price $345,000.00

BOX 77, BROADCASTING

Southern Major Market Regional

An outstanding opportunity for good management in a position to make a commitment in the next few days.

This position is in an excellent technical position. Its primary coverage exceeds 325,000 persons that buy at retail more than 250 million dollars yearly. Total price for quick action, $65,000.

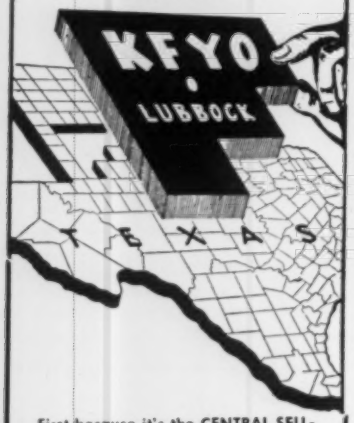
PHONE OR WIRE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Clarence E. Wilson and	Ray V. Hamilton
Washington Bldg.	Philip D. Jackson	235 Montgomery
Sterling 4341-2	Tower Petroleum Bldg.	Street
	Central 1177	Exbrook 2-5672

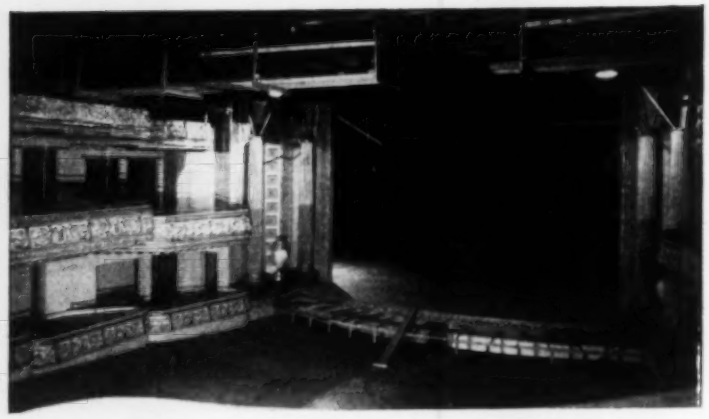
FIRST IN THIS BIG WEST TEXAS MARKET



First because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

Represented by
TAYLOR-BORROFF & CO., INC.



ABC soon will take over the old Warner Bros. 20-acre site in Hollywood for production of television programs, and among the buildings to be converted for TV use is one housing a sound stage (above) used in the late 20's by such celebrities as Norma Talmadge, John Barrymore and Al Jolson for their first talking pictures.

Boy of the Year

WHBB Selma, Ala., has announced plans to award annually to Selma's "Boy of the Year" a sterling silver trophy, donated by the station's manager, Julien Smith, in honor of Paul Grist, general secretary of the Selma Y.M.C.A. and longtime friend and guide to youth. The trophy will be presented at the community's father-and-son banquet each spring to the boy who makes an outstanding record in home, church and school, or in any other field in which a boy can serve, WHBB announced. In addition to the large trophy, which will bear the name of each winner through the years and will be kept on display at the Y.M.C.A., there will be a small sterling replica of the trophy for each annual recipient.

IN RECORD DAY WPTZ SIGNS UP 11 ACCOUNTS

LAST DAY of September was jackpot day at WPTZ (TV) Philadelphia. Eleven new accounts and one renewal were rung up.

Local accounts added include: Corn Exchange National Bank and Trust Co., sponsoring a half-hour program, *The Corn Exchange Open House*, through the Welsh agency; Snellenberg's department store, which bought pre-game interviews at Franklin Field before U. of Pennsylvania games, through Robert Enders, and Democratic City Committee, for President Truman speech Oct. 6, through Thomas LeBrum.

Network accounts include a renewal of the Dr. Roy K. Marshall show, *The Nature of Things*, for Motorola, and new shows to be sponsored by Procter & Gamble, Colgate, Vick Chemical Co., *Time* and *Life*, Cluett Peabody, The Admiral Corp. and Gillette Safety Razor Co.

CAPITOLIZED TV?

Magazine Reporters Seek Set For Their Press Room

MEMBERS of the Periodical Correspondents Assn. in Washington are convinced that video has won a place in at least one of the rooms of the historic edifice on Capitol Hill—the Periodical Press Room.

The proposal to acquire the first set in the Capitol was advanced by the executive committee of the association in its biennial report to 185 correspondent members of the galleries, representing 100 magazines with a combined circulation of approximately 90 million per month.

Submitted by Frank McNaughton, chairman of the executive committee, the report recalled that "the 1948 conventions (political) demonstrated beyond doubt that television is opening up a great new field of news and picture interviews." Mr. McNaughton, an author and Congressional correspondent for *Time*, indicated that the committee believed arrangements could be made to secure authorization for installation.

"The committee," he said, "believes it would be worth the investment merely to enhance the prestige of the Periodical Galleries."

Commenting on the project, Mr. McNaughton added, "It took 16 years to get a printer into the Capitol. But it won't take that long to get a television set in here."

KWOC-FM Duplicating

KWOC-FM Poplar Bluff, Mo., is now duplicating the programming of its AM affiliate, KWOC, according to William R. Tedrick, station manager for both operations. Operating on Channel 233 (94.5 mc), KWOC-FM took the air Oct. 1. It is licensed for 9.6 kw but has an application pending to increase to 15.8 kw.

Telenews Productions Inc. Reshuffles Its Personnel

PERSONNEL changes at Telenews Productions Inc., New York, were announced last week by John H. Tobin, general manager. Changes were as follows:

William P. Montague Jr. has been appointed news editor of Telenews Newsreels. Mr. Montague was formerly news editor of Paramount News, OWI editor of European newsreels during the war and most recently editor of Metro News of London and Metro Journal of Paris. He replaces Newton Meltzer who has been promoted to program development director. Other promotions include Robert Kingsley to production director, Fritz Kahlenberg to editorial director, Marshall Davidson to production manager and Jerry Weiler to sports editor. Marnie Fahr, formerly of *Newsweek*, New York, has joined Telenews as head of the research department.

ADLEW'S GREATEST WATCH VALUE

17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH

A Treasured Lifetime Gift

"4-in-1" Precision Instrument of Unvarying Accuracy. • Incabloc Shock Resistant Feature, Sweep Second Hand, Anti-Magnetic, Radium Dial, Stainless Steel Back, Unbreakable Crystal.

$29.75 plus 10% tax
(formerly $71.50)

IDEAL for use in sports, sciences, engineering, medicine, photography, radio, aviation.

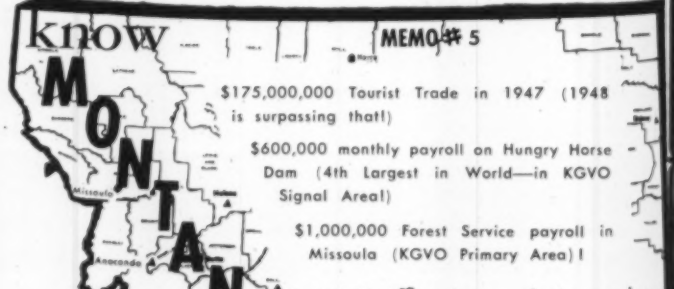
Also available in 18K Gold Case — $64.50 plus 10% tax (formerly $125).

MAIL ORDERS promptly filled. Shipped C.O.D. or send check or money order. Address all mail orders to: ADLEW JEWELERS, 152 W. 42 St., N. Y. 18 (Dept. 128)

OUR FAMOUS GUARANTEE
MONEY BACK IN 10 DAYS
if not satisfied for any reason

Adlew JEWELERS
117 W. 42 St. • New York 18

know MONTANA


MEMO #5
$175,000,000 Tourist Trade in 1947 (1948 is surpassing that!)
$600,000 monthly payroll on Hungry Horse Dam (4th Largest in World—in KGVO Signal Area!)
$1,000,000 Forest Service payroll in Missoula (KGVO Primary Area)!
Missoula
Anaconda

YOUR BEST SALES IMPLEMENT IN MONTANA

The ART MOSBY STATIONS

CBS KGVO MISSOULA
5 KW DAY • 1 KW NITE

KANA ANACONDA BUTTE
250 W

KGFM GREAT FALLS
5 KW
IN PROGRESS

MONTANA

FCC Actions

(Continued from page 74)

October 21 Decisions . . .

DOCKET CASE ACTIONS

AM—1150 kc

Adopted decision (Comrs. Coy and Jones not participating) granting application of Northwestern Ohio Bcstg. Corp. for new station at Lima, Ohio, 250 kc 1 kw unl. DA and denying application of Sky Way Bcstg. Corp. for new station at Columbus, Ohio, 1150 kc 1 kw-N 5 kw-D DA unl.

Petition Granted

Adopted order granting petitions for rehearing filed by Scripps-Howard Radio Inc. (WCPO) and Queen City Bcstg. Inc., both of Cincinnati, insofar as they request that Commission's decision of March 4, 1948, be vacated and set aside and record reopened; record reopened for further hearing upon specific issues.

Petition Denied

Adopted memorandum opinion and order denying petitions of Mansfield Journal Co., Mansfield, Ohio, and The Lorain Journal Co. Lorain, Ohio, for reconsideration, rehearing and for other appropriate relief, directed against Commission's decision of July 14, 1948, in proceeding of applications for FM in Mansfield and AM in Mansfield, Lorain and Fostoria. (Comr. Jones not participating).

BY COMMISSION EN BANC

FM Authorizations

Granted CPs for three new Class A FM stations plus CP for new Class A station for which CG previously was waived. Also granted mod. CPs to change facilities of 11 existing FM stations (See story page 66).

Reinstatement of CP

Piedmont Bcstg. Corp. Salisbury, N. C.—Granted application for CP to replace expired CP which authorized new Class B FM station; call letters WSTP-FM.

Noncommercial FM

Syracuse U., Syracuse, N. Y.—Granted CP new noncommercial educational FM station; Channel 201 (88.1 mc), trans. power output 2.5 w; estimated cost $2,088 exclusive of studios and equipment already installed for radio instruction and training. This is first new powered less-than-10 w noncommercial educational authorization.

Modification of CP

WTTG Washington, D. C.—Granted mod. CP to change trans. location and ant. system of TV station, decrease ERP to 17.5 kw vis., 10.5 kw aur., with ant. height of 587 ft. above average terrain.

WFIL-TV Philadelphia—Granted mod. CP to specify new trans. site and ant. system of TV station, and to increase ERP to 27 kw vis., 13.4 kw aur.

Petitions Denied

KFAB Bcstg. Co., Omaha, Neb.; Public Radio Corp., Tulsa, Okla., and Salt Lake City Bcstg. Co. Inc., Salt Lake City—Adopted memorandum opinion and order denying petitions of KFAB Bcstg. Co., Public Radio Corp. and Salt Lake City Bcstg. Co. respectively, requesting reconsideration of Commission's actions granting application of Jay Bcstg. Co. for TV station at Omaha, granting application of George E. Cameron Jr. for TV station at Tulsa, and granting application of Radio Service Corp. of Utah for TV station at Salt Lake City.

Hearing Designated

WRTV New Orleans—Designated for hearing application for additional time within which to complete construction of TV station WRTV.

WJBK Detroit—Granted renewal of license for main and aux. trans. for period ending August 1, 1951.

WFLB Fayetteville, N. C.—Granted renewal of license for regular period.

KOL Seattle, Wash.—Granted renewal of license for period ending Nov. 1, 1951.

KXYZ Houston, Tex.—Same (and aux).

KPOJ Portland, Ore.—Same.

WOOD Grand Rapids, Mich.—Same.

WEVD New York, N. Y.—Same (and aux).

WJHP Jacksonville, Fla.—Same.

WWBZ Vineland, N. J.—Same.

WFIN Findlay, Ohio—Same.

License Extension

WRR Dallas, Tex.—Granted temp. extension of license to March 1, 1949.

Assignment of Permit

KWIE Kennewick, Wash.—Granted consent to assignment of permit of KWIE from partnership composed of Frank Krshka, Joseph Patterson and Edith Jansen, d/b as Benton County Bcstrs., to partnership composed of Harold A. Clark, Donald E. Seeley, Marvin E. Johnston and Clarence J. McCredie, d/b as Mid-Columbia Bcstrs., subject to cond. that transfer will not be consummated until such time as Harold Clark, 25% partner in assignee, divests himself of interest in application of Three Rivers Bcstg. Co. for new station in Kennewick.

Assignment of License

WTNB WTNB-FM Birmingham, Ala.—Granted consent to assignment of license for WTNB and assignment of CP for WTNB-FM from Thomas N. Beach to Radio Station WTNB, partnership composed of Beach (51%) and Roy M. Hofheinz (49%) for consideration of $29,400.

WNNC Newton, N. C.—Granted consent to assignment of license from partnership composed of Earl Holder, Roy Leinbach Jr. and Charles C. Turner to partnership composed of Turner and Holder for consideration of $4,500 for Leinbach's 1/3 interest.

WLBK DeKalb, Ill.—Granted consent to assignment of license to new corporation in which one of assignor partners will hold 52% of capital stock and balance will be held by newcomers; consideration $41,000.

KSDJ San Diego, Calif.—Granted voluntary assignment of license from individual licensee, Clinton D. McKinnon, to another individual, Charles E. Salik, for $272,000.

KAVR Havre, Mont.; KPUG Bellingham, Wash., and KSEM Moses Lake, Wash.—Granted consent to assignments of license and permits from partnerships to KAVR Inc., KPUG Inc. and KSEM Inc., corporations composed of all but one of assignor partners.

Transfer of Control

WCMB Lemoyne, Pa.—Granted consent to transfer of control of licensee corporation from Samuel W. Fogelsanger, Edgar T. Sheppard and E. K. Smith, to Edgar T. Sheppard, for $8,750.

KRST Tyler, Tex.—Granted consent to transfer of 49% from Bernard Wolf, Warren McDonald, Grady C. Hagan, Jake Wolf and Percy Andrews to Lonnie Preston, Alice Howenstein and V. M. Preston (who own or control 50% at present) for $5,000.

WOOD Grand Rapids, Mich.—Granted consent for relinquishment of negative control by WFBM Inc. over licensee of WOOD, through sale of 30 of its 125 sh. to Arthur R. Treanor for $3,000.

Assignment of CP

KBTV Dallas, Tex.—Adopted memorandum opinion and order granting application for consent to involuntary assignment of CP for TV station from Rogers Lacy and Tom Potter d/b as Lacy-Potter Television Bcstg. Co. to Lawson Lacy, executrix of estate of Rogers Lacy, and Tom Potter; granted extension of time until Feb. 11, 1949, within which to complete construction of TV station KBTV; denied joint petition of Texas Television and A. H. Belo Corp. directed against action of Commission Sept. 11, 1947, granting application of Lacy-Potter for new TV station.

Transfer of Control

KQW KQW-FM San Francisco—Granted consent to transfer of control of Pacific Agricultural Foundation Ltd. to Columbia Bcstg. System Inc., by Mott Q. Brunton, et al. through sale of 1375 sh. (55%) for $425,000 plus 55% of net quick assets of licensee as of date of change, subject to cond. that before transfer is consumated, CBS has disposed of its 55% interest in WTOP. 30-day period normally permitted to effectuate transfer following Commission consent thereto is hereby extended to 120 days for purpose of this transfer (Comr. Coy not participating).

Assignment of License

WTOP WTOP-FM Washington, D. C.—Granted consent to assignment of license of WTOP and cond. CP for WTOP-FM from CBS to WTOP Inc., newly organized corporation which will be owned 55% by Washington Post Co. and 45% by CBS, for $855,470, subject to cond that before asignment is consummated, Washington Post has disposed of its interest in WINX and WINX-FM. 30 day period normally permitted to effectuate transfer following Commission consent thereto is hereby extended to 120 days for purpose of this transfer. (Comrs. Coy and Jones not participating.)

October 21 Applications . . .

ACCEPTED FOR FILING

AM—1320 kc

The Orange Belt Station, Redlands, Calif.—CP new standard station 910 kc 500 w D. AMENDED to change frequency to 1320 kc.

AM—1340 kc

Highlands Bcstg. Co., Sebring, Fla.—CP new standard station 1340 kc 250 w unl. AMENDED to change power to 100 w.

AM—1390 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—CP new standard station 1390 kc 1 kw D DA. AMENDED to change power to 500 w.

License for CP

WNAE-FM Warren, Pa.—License to cover CP new FM station.

Modification of CP

WFLN Philadelphia—Mod. CP new FM station to decrease ant., etc.

TENDERED FOR FILING

Relinquishment of Control

KATE Albert Lea, Minn.—Consent to relinquishment of negative control of licensee corporation.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO OCTOBER 21

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,792	307[1]		538	304
FM STATIONS	195	723[2]	83	87	36
TV STATIONS	7	116[3]		312	185

[1]70 are on air; [2]435 are on air; [3]22 are on air; [4]35 are on air. All licensed stations also are operating.

TELEVISION APPLICATION

Albuquerque, N. M.—William J. Baker, Channel 5 (76-82 mc), 16.45 kw visual, 8.73 kw aural. Estimated cost of construction $196,800; first year operating cost $50,000; revenue unknown. Mr. Baker is attorney in Hoboken, N. J. Filed Oct. 19.

STANDARD APPLICATIONS

Big Spring, Tex.—Leonard R. Lyon, 1400 kc, 100 w, unlimited. Estimated cost $18,000. Mr. Lyon is commercial manager and technician at KWCO Chickasha, Okla. Filed Oct. 19.

Lebanon, Tenn.—The Lebanon Broadcasting Corp., 900 kc, 250 w, daytime. Estimated cost $12,000. Firm is equally owned by: James Carl Richmond, 25% owner Richmond Mfg. Co. and part owner-manager Winchester 5 & 10 Inc., Winchester, Tenn., president; Stuart George Odell, musical director WOPI Birmingham, Ala., vice president, and Warren G. Gilpin, chief engineer WCDT Winchester, Tenn. Filed Oct. 20.

Portsmouth, Ohio — Portsmouth Broadcasting Co., 1260 kc, 1 kw, unlimited, directional. Estimated cost, $46,500. Firm is equally owned by: Marshall L. Rosene, station director WSAZ Huntington, W. Va., president; Lawrence H. Rogers II, director of sales promotion WSAZ, secretary-treasurer, and William C. Campbell, Democratic candidate for West Virginia House of Delegates from Cabell County, vice president. Filed Oct. 20.

Taunton, Mass.—Massasoit Broadcasting Corp., 1320 kc, 1 kw, daytime. Ownership: N. Louis Stone, vice president of Harodite Finishing Co., textile finishing firm, president 49.8%; Edward F. St. Piere, Providence, R. I., secretary 0.2%; George W. Travis, chief engineer WWON Woonsocket, R. I., treasurer 25%, and Jack Salera, WWON announcer, 25%. Filed Oct. 18.

Censoring Charged In Mass. Decision

A CHARGE that FCC was guilty of censorship in its decision on three AM applicants for Brockton, Mass. [BROADCASTING, Jan. 19] was presented to the Circuit Court of Appeals for the District of Columbia last week by Bay State Beacon Inc., one of the losers in the decision.

Philip J. Hennessey Jr., representing Bay State, told the Court in arguments Wednesday that the one issue is whether FCC, without regard to other considerations, can issue a grant in a competitive case to the applicant who proposes to devote the least amount of time to commercial programming. He pointed out that a major consideration in the Brockton decision was the fact that Bay State, while anticipating only about 40% commercial time, indicated that up to 95% might be sold.

There is no basis for an assumption that sponsored programs are bad and that sustaining programs are good, he declared. Actually, he added, the most popular programs are commercial.

Richard A. Solomon, chief of FCC's Litigation Section, replied that the Commission's decision did not say that Bay State's program plans were "bad," but merely that those of Cur-Nan Co., the grantee (WBKA), were "better." He contended another important factor figured in the choice of Cur-Nan —the plans for ownership participation in station affairs.

It would be "absurd," he declared, to hold that sustaining programs serve public interest and that commercials programs do not. But, he said, this doesn't mean that all commercial programs are good. He argued that a "reasonable" amount of sustaining time is "essential" to service in the public interest.

Joseph L. Rauh, Cur-Nan attorney, supported the Commission's decision.

The case involved the applications of Bay State, Cur-Nan, and Plymouth County Broadcasting Co. for 1450 kc with 250 w at Brockton. Plymouth County did not participate in the appeal. Cur-Nan is controlled by Matthew J. Noonan and Charles F. Curran.

The arguments were heard by Justices E. Barrett Prettyman, James M. Proctor and Matthew F. McGuire.

At Deadline ...

COY SEES 1,000 TV OUTLETS WITHIN SEVEN YEARS

PROBABILITY of 1,000 TV stations operating in next seven years foreseen by Wayne Coy, FCC chairman, in address before New York Radio Executives Club Friday. Mr. Coy predicted terrific impact of TV on aural broadcasting, but said latter would continue "through your lifetime and mine."

Broadcasters would eventually find themselves in one medium or the other, as incompatibility of visual and aural broadcasting makes common management of both unfeasible, he said. Broadcasters, whom he termed "frustrated disk jockeys, crooners and farm journal producers," nurtured TV, Mr. Coy asserted, and now face decision their dollars brought to pass.

FCC chairman predicted biggest AM and FM future in rural communities where TV signals won't penetrate for years, urged provision of aural broadcasting signals for those areas to allow for "local expression," ingenuity in programming to meet needs of such communities.

New York's Mayor O'Dwyer, welcoming FCC delegation to city, made plea for permission to broadcast election returns over city's WNYC, ordered off airways at 10 p.m. He also expressed hope for a "large scale visual education via television over WNYC" before end of his term next June.

FCC group, including Comrs. Frieda Hennock, Rosel Hyde, E. M. Webster and a dozen staff members, visited CBS for look at sequential color TV, which newer FCC members had not previously seen.

PROPAGATION STUDIES ARE ISSUED BY FCC

PROPAGATION studies looking to late-November and early-December television and FM engineering conference [BROADCASTING, Oct. 18] were issued by FCC Friday.

Compiled by FCC's Technical Information Division for use by industry engineers in preparation for forthcoming conferences on changes in TV and FM standards, they include four documents: (1) "Summary of tropospheric propagation measurements and the development of empirical VHF propagation charts"; (2) "The log-normal distribution"; (3) "East Coast tropospheric and sporadic E field intensity measurements on 47.1, 106.5 and 700 mc"; (4) "Terrain effects evidenced by three sets of data in VHF band." Copies may be secured at FCC Office of Information or by writing FCC Technical Information Division, Washington.

FCC said documents include study indicating that, from interference standpoint, "the variation of the desired signal from tropospheric effects cannot be relied upon to compensate even in part for an increase in the undesired signal from tropospheric effects. To the contrary, the variation of both the desired and the undesired signals contributes to the degradation of service." Method of evaluating these effects is developed.

BYRON GIVEN ABC TV POST

WARD BYRON, radio producer-writer, recently with *Chesterfield Supper Club*, today (Oct. 25) becomes ABC television executive. He will coordinate network's TV program and sales activities.

SIX NEW AM OUTLETS ARE GRANTED BY FCC

PERMITS for five daytime and one fulltime standard stations granted by FCC Friday. WHLD Niagara Falls, N. Y., authorized to switch from 1290 kc to 1270 kc and increase power from 1 kw to 5 kw directional, daytime, while WBEL Beloit, Wis., granted license modification to boost power from 500 w to 1 kw, 1380 kc, daytime. New station grants:

Greenville, N. C.—Carolina Broadcasting System Inc., 1270 kc, 1 kw, daytime. Estimated cost $23,500. Ownership: Earl McD. Westbrook, part-owner WCKB Dunn, N. C., president 80 shares; A. Hartwell Campbell, part owner WCKB, secretary 8 shares; John H. Adams Jr., radio repair shop owner, vice president 32 shares; Mrs. Virginia Jones Adams and Mrs. Mary Eliza Jones, directors and each 32 shares; Wm. L. Whedbee, director 16 shares; James S. Ficklen, tobacco interests, director 24 shares.

Helena, Mont.—Lewis & Clark Broadcasting Corp., 1340 kc, 250 w, unlimited. Estimated cost $16,535. Ownership: Lee Metcalf, associate justice, Montana Supreme Court, president 5.3%; Dr. James M. Flinn, vice president, 11%; Dr. David T. Berg, director 11%; Alfred F. Dougherty, State Capitol employe, secretary-treasurer 1%. There are 35 other stockholders.

McPherson, Kan.—The McPherson Broadcasting Co., 1540 kc, 250 w, daytime. Estimated cost $19,500. John R. Griffith, drug chain operator, president 88 shares; Evart Mills, attorney, secretary-treasurer 54 shares; K. R. Krehbiel, owner Daily Republican, vice president 58 shares.

Newark, Ohio—Advocate Printing Co., 1430 kc, 500 w, daytime; conditions. Estimated cost $14,750. Firm publishes daily Advocate and American Tribune.

Red Wing, Minn.—Red Wing Broadcasting Co., 1250 kc, 1 kw, daytime. Estimated cost $32,550. Ownership: Fred C. Clarke, chief engineer KROC Rochester, Minn., president 15%; L. C. Miller, banking and real estate interests, vice president 24%; Maxine Jacobs, former part-owner KROC, secretary-treasurer 35%; Glenn S. Withers, publisher daily Post Bulletin, director 26%.

San Antonio, Tex.—Good Neighbor Broadcasting Co., 1540 kc, 250 w, daytime. Estimated cost $12,522. Ownership: Jose Olivares, hotel owner and real estate, 55%; Manuel Leal, conductor of Spanish program on KITE San Antonio, 25%; L. E. Richards, KITE engineer, 20%.

ABC ELECTION NIGHT PLANS

ELECTION night news coverage for ABC's coast-to-coast AM stations and for its midwest TV circuit will originate Nov. 2 in studios of WENR and WENR-TV Chicago, with five of network's top commentators on hand to describe balloting. They will be Earl Godwin, Baukhage, George Hicks, Tris Coffin, and Harrison Wood. TV shows will be televised from both penthouse and civic studios. Kaiser-Frazer Corp. to sponsor both AM and TV.

ARTHUR W. NELSON, 40, puppeteer and producer at WGN-TV Chicago, died Friday morning in his Oak Park, Ill., home after heart attack. Mr. Nelson, associated with the station since its premiere last April, was co-producer of the "Little Bordy" show and previously did puppet work for "Wonder House."

MARKSMAN WOODS

MARK WOODS, ABC president, was one of 18 pheasant hunters fined $100 each for illegally shooting hen pheasants, according to a United Press dispatch from Wessington Springs, S. D. Forty-two hens were confiscated from party, according to dispatch. Those charged with violations also lost their guns, paid costs and had hunting licenses revoked.

FCC GRANTS APPROVAL TO WDSU NEW ORLEANS SA

CONSENT to $675,000 sale of WDSU-AM FM-TV New Orleans to Stern Family grante by FCC Friday. Sellers are Fred Webe (22.5%), H. G. Wall (37.5%) and E. A Stephens (40%). Transfer conditioned upo Stern group withdrawing AM application o Mississippi Valley Broadcasting Co. for Ne Orleans. TV request would be dropped to ABC affiliate, WDSU is assigned 5 kw o 1280 kc. WDSU-TV is assigned Channel (82-88 mc).

International City Broadcasting Service Inc., whic acquires all stock of Stephens Broadcasting Co WDSU licensee, is composed of following: Edga B. Stern Jr., who has been chief engineer of Of shore Navigation Co., survey firm, president 1 Philip M. Stern, reporter for New Orleans Ti treasurer 15%; their father, Edgar B. Stern Sr holding extensive business interests in cotton, tim ber and other fields, vice president; his wife, Edg R. Stern, 19%; Monte M. Lemann, attorney, dire tor; Lester Labacoll, executive assistant to the ele Stern, secretary; Audrey Stern Hess, daughter Sterns, and managing editor of "Art News Maga zine," New York, 15%. Mr. Lemann is required to dispose of his interest in Times-Picayune Pub. Co owner WTPS New Orleans.

FMA SURVEY TO PROVIDE DATA FOR AGENCIES

BUSINESS progress of FM industry to b shown in survey by FM Assn. Questionnair sent out Friday by Bill Bailey, FM Ass executive director. Results will be compile to meet comment at recent FMA convention by Kenneth Godfrey, of AAAA, that agencie know little about FM stations.

Survey covers set distribution, promotion sales methods, whether station is in red o black, source of business, spot policies, type of programs, agency solicitation policies. Sta tions are asked if they would contribute t nationwide survey to determine FM coverage

Closed Circuit

(Continued from page 4)

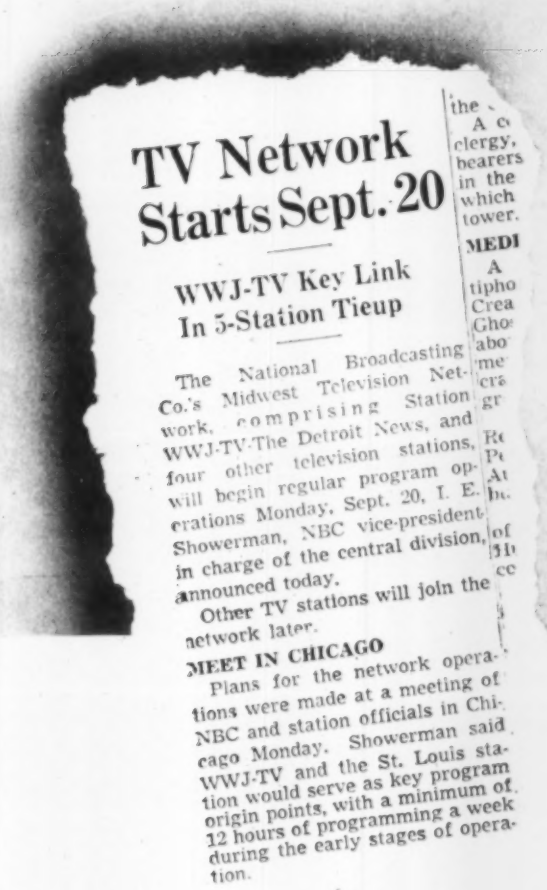
other manufacturers will follow suit and FM should get new impetus through manufacture and dealer exploitation. By same token, how ever, high-fidelity quality would be lacking

DIRE NEED for basic data on propagation characteristics of "upstairs" band for TV may bring about fusion of interests in radi and manufacturing to pool technical knowl edge. Latest developments to be divulged a Engineering Conference during mid-April co vention of NAB in Chicago.

AFTER months of planning, formation o Assn. of Federal Communications Consultin Engineers formalized in Washington la week. Engineering consultants will be circ larized for membership with admission co tinued upon compliance with standards pr ected in by-laws. Organization would be e gineering counterpart of FCC Bar Assn.

RALPH ATLASS, general manager of WIN Chicago, expected to retire early next ye and name his nephew, H. Leslie Atlass Jr now station program director, as his su cessor. Ralph Atlass, who has midwestern sta tion interests, expected to supervise thi along with other investments.

ANNOUNCEMENT due soon on affiliation WSB-TV with ABC television. *Atlanta Jour* station already has NBC affiliation, as do sister AM operation WSB.



TV Network Starts Sept. 20

WWJ-TV Key Link In 5-Station Tieup

The National Broadcasting Co.'s Midwest Television Network, comprising Station WWJ-TV-The Detroit News, and four other television stations, will begin regular program operations Monday, Sept. 20, I. E. Showerman, NBC vice-president in charge of the central division, announced today.

Other TV stations will join the network later.

MEET IN CHICAGO

Plans for the network operations were made at a meeting of NBC and station officials in Chicago Monday. Showerman said WWJ-TV and the St. Louis station would serve as key program origin points, with a minimum of 12 hours of programming a week during the early stages of operation.

the
A c
clergy,
bearers
in the
which
tower.

MEDI

A
tipho
Crea
Ghos
abo
me
cra
gr
Re
Pe
At
he.
of
Di
cc

"FIRSTS"

are part of showmanship

The fact that WWJ-TV, first television station in Michigan, has been designated a key link in NBC's Midwest Television Network is no mere happenstance. This recognition of WWJ-TV leadership is the result of pioneering and showmanship that has characterized its operation since its first historic broadcast. Here, then, is another addition to the spectacular series of "firsts" that have been a WWJ tradition for 28 years. It is little wonder that WWJ constantly maintains first place in the ears and eyes of the loyal Detroit audience that comprises America's fourth market.

first in Michigan . . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV

NBC TELEVISION NETWORK

ASSOCIATE AM-FM STATION WWJ